BROADCASTING
and
Broadcast Advertising

Vol. 21, No. 25 — WASHINGTON, D. C., DECEMBER 22, 1941 — $5.00 A YEAR—15c A COPY

Radio Operation Now Centers at Capital

Naming of Price as Censor, Operation Of DCB Change Entire Picture

WASHINGTON is the radio hub of the nation—from every angle, from now on! Creation by President Roosevelt of a censorship bureau headed by Byron Price, executive news editor of the Associated Press, will centralize in Washington to a greater extent than ever before news aspects of programming operations. But the transition will hardly be discernible to the audience.

Expected next is procedure under which Government programs will be funneled through the Office of Facts & Figures, headed by Archibald MacLeish, but with Lowell Mellett, assistant to the President, in the picture as official White House consultant.

DCB at Helm

The Defense Communications Board, headed by FCC Chairman James Lawrence Fly, after a fortnight of work, is calling practically all of the shots. Most of the FCC staff is working under the direction of DCB, which has become a sort of super-FCC. Chairman Fly himself is devoting about 90% of his time to war activities, directly related to functions of the all-powerful DCB, he told a Congressional committee last week.

Precisely what changes will be necessitated by the impact of war upon radio is still pretty much a guess. Preliminary studies galore are in progress. The FCC may decide that the expedient thing to do will be to forget so-called social reforms all down the line, for the present in any event. But there has not yet been such a determination. The chain-monopoly regulations are embroiled in litigation. Consequently, that is not an immediate industry concern. The newspaper-ownership issue likewise was temporarily recessed, with hearings scheduled to resume Jan. 8. Banning of multiple ownership where overlapping service is concerned, and related issues, have no deadline.

A clue to the Commission's trend of thought in this regard was given last week when it deferred indefinitely its investigation into the AT&T pension system. There had been plenty of advance publicity about it. Apparently, the Commission regarded it as of secondary importance with a war on.

Exercise of meticulous care by broadcast stations in the handling of news, lest aid and comfort be given the enemy, is the keynote everywhere. Mr. Price's censorship bureau will figure prominently in the molding of policy.

Mr. Price probably will have a branch devoted to radio, though there is no intention now of imposing anything in the nature of direct censorship on a mandatory basis. Censorship on military and Government news will be at the source. The big problem is outgoing communications.

Clearing the Dockets

Thus far, there has been no disposition at the FCC to freeze the existing broadcast structure or to shelve pending applications. Consideration has been given to the regular docket each Tuesday. That policy, however, may change. The effort is to clear up the dockets as rapidly as possible, shorten the customary civil procedures and get the decks cleared for emergency war considerations.

One of the first real blows taken by radio nationally was the banning of weather forecasts last Friday by military order. [See page 12]. This immediately necessitated an overhauling of both national spot and local schedules. Detailed daily reports are taboo, probably for the duration.

Radio blackouts, which occurred daily during the first week of the war for most of the Pacific Coast area, have been curtailed. Whenever there is danger of air attack in any area, however, stations will be silenced at night until there is developed a system of "scrambling" or otherwise preventing use of radio carriers as plane beacons.

A number of committees are at work on technical phases of broadcast allocations. Every effort will be made to avoid any sweeping changes, which might disturb operations over a large area.

Thought is being given, among other things, to Navy requirements respecting use of frequencies at the lower end of the spectrum by broadcast stations. Possibility of interference with Naval communications by stations on frequencies up to about 600 kc. may necessitate, later on, temporary shifts in assignments. Stations on such frequencies not located close to coastal operations presumably would not be affected. There is even talk of temporary "swaps" of low frequency stations on the coast with high frequency outlets in the interior.

Dropping Call Letters

Maintenance of station operations at peak efficiency, in accordance with the FCC standards of good engineering practice, may become a thing of the past, with probable relaxing of requirements where changes in assignments are deemed necessary. Directional antennas designed to provide maximum efficiency cannot be replaced as in the past, and less efficient operation therefore may be in the offing in certain areas.

One suggestion receiving consideration in connection with air raid operations is that stations forego the announcement of their call letters or location. Listeners would not be concerned, since most of them know the dial settings for their favorite stations and since

Trade Groups Organize War Council

Storer Head of United Setup Representing Entire Industry

FORMATION of "War Broadcasting Council" as an emergency wartime group made up of heads of trade associations in the broadcasting industry, was effected last Friday by George B. Storer, newly-elected president of National Independent Broadcasters Inc. The first meeting will be held today [Dec. 22] in Washington, and the five-man board will confer with DCB-FCC Chairman James Lawrence Fly and other Government officials.

Accepting the invitation to serve on the Council were Neville Miller, NAB President; John Shepard 3d, president of FM Broadcasters Inc.; Eugene C. Pulliam, president of Network Affiliates Inc., and Edwin W. Craig, chairman of the Clear Channel Broadcasting Service.

Mr. Storer, who, with L. B. Wilson, owner of WCKY, Cincinnati, was drafted to head the NIB a fortnight ago [BROADCASTING, Dec. 15], pointed out that in the war emergency, time is of the essence. He immediately arranged for creation of the Council and for the engagement with Chairman Fly.

Censorship Problem

Precisely how the unified group will function depends on the outcome of Monday's meeting. Likelihood of establishment of a permanent unit in Washington, to cooperate with both civil and military agencies identified with war activity, was foreseen.

Of prime importance, Mr. Storer felt, is the question of radio censorship, to be instituted as part of the operations of the new Censorship Bureau headed by Byron Price, executive news editor of the Associated Press. Presumably conferences will be held with key officials regarding this important aspect of wartime radio operations.

The Council is regarded as significant since it brings together hitherto dissident groups through their selected heads. It may result, it was thought, in a coalition of all elements in the industry for the wartime operation.

An operating formula was the Council's first problem. It was scheduled to confer with Chairman Fly during the afternoon. Mr. Storer was in Washington most of last week, handling preliminary details.

push-button sets would take all guesswork out of it. This, however, is only one of many plans understood to be receiving consideration.

Freezing of station assignments, according to best information available, will not be considered unless it appears that no equipment will be available for new installations.

In this regard a long step was taken last Thursday when plans were announced by DCB providing for coordination of planning of material needs for the entire communications industry through the office of Production Management and the DCB.

Under this plan (see story on page 58, DCB assumes the responsibility of acting as advisor to OPM on all such matters. A special communications branch of the Division of Civilian Supply would headquarter at the FCC under Leighton Peebles, former NRA executive. A staff of engineers will serve with this branch on a full-time basis.

Price on the Job

Greatest interest last week centered around appointment of Mr. Price as Director of Censorship by President Roosevelt. One of the best known newspaper executives in the country, Mr. Price already has begun organization of his work. He will report directly to the President. The broad plan for control of information, at the source, is being prepared by a Cabinet committee comprising Postmaster General Walker as chairman, Vice-President Wallace, and Attorney General Biddle.

In addition, there will be an interdepartmental advisory committee to assist Mr. Price, with radio to be represented on that group, probably through an appointment from the FCC. Mr. Mellett, who has been sitting in with the Cabinet committee and who is thoroughly conversant with radio by virtue of his White House post, is expected to serve as a member of the advisory committee.

The President, in announcing appointment of Mr. Price last Tuesday, said it was necessary to the national security "that military information which might be of aid to the enemy be scrupulously withheld at the source". He pointed to the necessity of establishing a watch upon our borders, "so that no such information may reach the enemy, inadvertently or otherwise, through the medium of the mails, radio or cable transmission, or by other means".

The reference to radio in the President's statement was interpreted as one relating to telegraphic rather than broadcast communication. In connection with broadcasting, censorship at the very source of news through the Price organization, would take care of the national news coverage. But local program originations would have to be carefully watched by stations on a voluntary basis, to guard against possible dissemination of dangerous information.

At the Source

Speculation about possible placing of censors at border stations or of introduction of other technical restraints were discounted. It was pointed out that a sensitive communications receiver hundreds of miles away could pick up a weak signal from a clear channel station in the interior of the country and amplify it sufficiently to pick up the intelligence. It's a job of script-handling at the source.

Stephen T. Early, White House press secretary, announced last Wednesday that the broad censorship plan of the Cabinet committee finally would be approved by the President, after consideration by Mr. Price. He said the committee had been sifting a number of plans developed before the war began by various Government agencies, including the FCC.

Mr. Early pointed out that news releases will be issued through regular Government departments, rather than through one central official agency. Reporters, both for the press and radio, will continue to cover the various departments. Exclusive news stories, however, should be submitted to Mr. Price for checking.

The entire plan is different from that employed in the first World War, when George Creel was chief censor. Mr. Early said the new plan is better in that it leaves the regular sources of information open and avoids delays of hours in the publication of news. Under it Mr. Price will approve releases in advance, instead of issuing them. Any point in doubt will be submitted by Mr. Price to Mr. Early as Presidential aide, or to the President himself if necessary.

Mr. Early said the organization to be set up by Mr. Price would not in any sense be an agency for dissemination of news, as was the Committee of Public Information during the first war. He expressed the belief that Washington news gatherers would have little reason for direct contact with the Price office.

Operation Studied

Even on exclusive stories, he said, submission to the Director of Censorship might not be mandatory, but he felt that correspondents certainly "should" submit such articles lest they contain facts of military importance.

Precisely how the OFF organiza-

(Continued on page 51)

MILITARY POLICE guard the 50,000-watt transmitter of KSTP, St. Paul, along with the 5,000-watt auxiliary unit which has its own tower. Both transmitters have been equipped for code transmission on frequencies used by the Army and Navy. Soldiers come from nearby Fort Snelling.

Code of Operation In War Submitted

NAB Suggests Policies for Broadcasters to Follow

DESIGNED to operate as a war-time code for wartime broadcasting, the NAB National Defense Committee last Thursday approved a suggested guide for handling war news broadcasts and all programs in general. The guide, published in pamphlet form by the NAB and distributed to broadcasters, emphasizes a long series of "don'ts" for broadcasting, based on cooperation with the War and Navy Departments and defense agencies.

In announcing publication of the guide, the NAB commented that it had been developed after careful consultation with military and defense officials. The guide was designed to detail and specify recommended broadcast practices in order to bring them into accord with the broad principles of public service and keeping information from the enemy enunciated Dec. by President Roosevelt.

Network Installations Also

Attending the committee meetings in Washington last Wednesday and Thursday were John Shepard 3d, Yankee-Colonial Network chairman; Vernon Anderson, of WJBO, Baton Rouge; Ben Ludy, WIBW, Topeka; A. J. Fletcher, WRAL, Raleigh, N. C.; Harry C. Butcher, CBS Washington, vice president; Frank M. Russell, NBC Washington, vice-president; William Alfs, representing Leo Fitzpatrick, WJR, Detroit, the seventh member of the committee. NAB headquarters personnel also attended the meetings, including Arthur Stringer, secretary of the committee.

During last week program instructions embodying many of the points covered in the NAB wartime guide were sent to the networks, affiliates by A. A. Schechter, NBC director of news and special events

President's Statement on Naming of Price as Censor..

FOLLOWING is the full text of President Roosevelt's statement Dec. 16 appointing Byron Price as War Director of Censorship:

All Americans abhor censorship, just as they abhor war. But the experience of this and of all other nations has demonstrated that some degree of censorship is essential in war time, and we are at war.

The important thing now is that such forms of censorship as are necessary shall be administered effectively and in harmony with the best interests of our free institutions.

It is necessary to the national security that military information which might be of aid to the enemy be scrupulously withheld at the source.

It is necessary that a watch be set upon our borders, so that no such information may reach the enemy, inadvertently or otherwise, through the medium of the mails, radio or cable transmission, or by any other means.

It is necessary that prohibitions against the domestic publication of some types of information, contained in long-existing statutes, be rigidly enforced.

Finally, the Government has called upon a patriotic press and radio to abstain voluntarily from the dissemination of detailed information of certain kinds, such as reports of the movements of vessels and troops. The response has indicated a universal desire to cooperate.

In order that all of these parallel and requisite undertakings may be coordinated and carried forward in accordance with a single uniform policy, I have appointed Byron Price, executive news editor of the Associated Press, to be Director of Censorship, responsible directly to the President. He has been granted a leave of absence by the Associated Press and will take over the post assigned him within the coming week, or sooner

Blackouts Out

THERE were no reported radio blackouts on the Pacific Coast last week up to Friday. The San Francisco Bay area, which underwent nightly silences the entire week following the Dec. 7 Pearl Harbor attack, did not have a single alarm from Dec. 12 through Dec. 19, it was reported by Coast broadcasters.

NAB GUIDE FOR WARTIME BROADCASTING

FOREWORD

THIS is a different war. It affects all phases of the nation's activity and reaches into every home. This is total war and victory requires the combined efforts of all our people. While we have learned much from broadcasting war news since 1939, we now have new responsibilities and new opportunities. The relationship between broadcasting and Government and the manner in which it will perform its function as the chief source of news and information requires careful appraisal. Upon the judgments and policies now formulated will depend our effectiveness.

* * * * *

The broad outlines of the policies to be followed in dealing with news and radio were given by the President in his speech of December 9. The President said:

"This government will put its trust in the stamina of the American people and will give the facts to the public as soon as two conditions have been fulfilled; first, that the information has been definitely and officially confirmed; and second, that the release of the information at the time it is received will not prove valuable to the enemy directly or indirectly.

"To all newspapers and radio stations—all those who reach the eyes and ears of the American people—I say this: You have a most grave responsibility to the nation now and for the duration of this war.

"If you feel that our government is not disclosing enough of the truth, you have every right to say so. But—in the absence of all the facts, as revealed by official sources—you have no right to deal out unconfirmed reports in such a way as to make people believe they are gospel truth."

* * * * *

The National Association of Broadcasters, after careful consultation with the military branches of the Government as well as other agencies, has attempted to make more detailed and specific the broader principles as enunciated above by the President. With the objective of setting forth certain basic requirements, your Association offers to broadcasters this pamphlet of recommendations as a guide to wartime broadcasting.

IN GENERAL

Accept the fact that this is likely to be a long war—with both reverses and triumphs. Avoid broadcasting the news in a manner that is likely to cause exaggerated optimism. Likewise avoid creating an atmosphere of defeatism and despair. At all times practice moderation in the writing, delivering and scheduling of news broadcasts.

The writing should avoid sensationalism.

The delivery should be calm, accurate, factual.

There should be a minimum of production trappings surrounding news broadcasts. The news of America at war is sufficiently exciting; do not try to make it more so by presenting it with sound-effects. The tension needs to be lessened, not increased.

Newscasts should be scheduled at regular intervals, and in the absence of news of extreme importance, this regular schedule should be followed.

Artificial efforts to stimulate listening audience by promises of immediate interruption of regular programs for important news broadcasts should not be attempted. Let the events speak for themselves.

* * * * *

Extreme care should be used in the handling and broadcasting of any communiques or radio reports from our enemies.

They should not be used unless coupled, by careful editing, with known facts or an official statement on the same subject by our government. If you don't have the facts or an official statement on the same subject, don't broadcast the enemy communique until you get them.

In this connection, broadcasters should remember that extraordinary care must be taken to insure that those who tune in late do not get a wrong impression. *Remember the Men from Mars!*

Remember we are at war with other Axis countries as well as Japan. Their communiques should be considered in the same light as those of the Japs.

* * * * *

The broadcasting industry has been given to understand that it can use news from recognized press services because responsibility for that news rests with the press services. News gathered from other sources must be thoroughly checked and verified before broadcasting.

DO NOT

DO NOT broadcast rumors, "hot tips" or "unconfirmed reports," no matter what their source. "Hot tips" and rumors may burn your fingers. If you have the slightest doubt on any story, check with your press association. *It is better to have no news than to broadcast false or harmful news.*

In this connection, a word of caution on news flashes. A good practice is to wait a few minutes after the first flash until you are perfectly satisfied from the following story that the flash is borne out.

Radio's speed of light is cause for caution.

DO NOT broadcast news which concerns war production figures unless such news is *Officially* released by the government.

DO NOT broadcast the movement of Naval or any other vessels.

DO NOT broadcast news about the movement of troops or personnel either outside or within the continental limits, unless it has been released *officially* by the War or Navy Departments.

DO NOT broadcast the location of vessels, either under construction or about to be launched.

DO NOT broadcast figures of Selective Service enrollments and inductions.

DO NOT broadcast personal observations on weather conditions. Watch sports broadcasts for this. A late night or early morning comment that "it's a fine, clear night (or morning)" might be invaluable information to the enemy. Stick to official weather reports your station receives from your local weather bureau.

DO NOT broadcast such imperatives as "Attention all men! Report to your local Civilian Defense headquarters tonight at eight." (Announcements may be requested in that manner. They should be changed to qualify the source at the beginning, such as: "The local Civilian Defense Committee requests all men, etc."). Reserve such "attention compellers" for important war purposes.

DO NOT overestimate American power nor underestimate the enemy strength and thereby tend to create complacent confidence. Stick to the facts as presented in official releases.

DO NOT allow sponsors to use the news as a springboard for commercials. Such practices as starting commercials with "Now some good news, etc." should *never* be permitted. Also it is important that such news-phrases as "bulletin", "flash", "news" and the like be used only in their legitimate functions. Do not permit, "Here's good news! The Bargain Basement announces drastic reductions, etc."

DO NOT use any sound-effects on dramatic programs, commercial announcements or otherwise which might be confused by the listener as air raid alarms, alert signals, etc.

DO NOT try to second-guess or master-mind our military officials. Leave this for established military analysts and experts, who are experienced enough to await the facts before drawing conclusions.

DO NOT broadcast any long lists of casualties. This has been specifically forbidden.

DO NOT permit speakers, in discussions of controversial public issues, to say anything of aid to the enemy.

DO NOT broadcast location of the plants engaged in the manufacture of war materials unless approved by the Government. This applies to emergencies such as explosions, sabotage, etc., unless such reports have been approved by the Government or cleared at the source by press associations.

DO NOT take chances with ad lib broadcasts, on the street or in the studio. An open microphone accessible to the general public constitutes a very real hazard in times of war. Questions should be prepared and approved in advance and extreme care should be exercised to avoid the asking of questions which would draw out any information or answer which would disclose matters or information of value to the enemy.

Any questions regarding the war or war production might make trouble.

DO

Maintain constant vigil over the news machines. Be sure to designate a responsible staff member in charge of the news at all hours of your operation. That person should be the one to determine the advisability of breaking programs for news bulletins, flashes, etc. and should be responsible for all news during the period he is designated in charge of the news machines.

Look for further instructions on the press wires, from the National Assn. of Broadcasters, the War Department, the Navy, or other official sources.

See that every member of your staff knows and understands these guides. Let your entire news staff and announcers know your policy.

File a complete script of all your news broadcasts. Keep the file until the war ends. Prepare and present your news factually, authentically, calmly. This is repetition, but this caution cannot be repeated too much.

DO your job as best you can, knowing it is one of the significant jobs in this all-out war in which America is engaged. Do your job measured to even stricter standards than we have set. Do your job in a manner that will satisfy yourself, advance the cause of free radio and serve the best interests of your country.

Weather Reports Are Banned In Ruling by Federal Bureau

Confusion Ended After Various Orders Emanate In Capital on Procedure for Broadcasts

COMDR. F. W. REICHELDERFER, chief of the U. S. Weather Bureau, in a letter last Friday said that stations must cease carrying weather announcements, except those released by local bureaus to prevent loss of life or serious damage to crops and transportation.

The order followed a hectic week in which stations first were notified that all weather broadcasts were prohibited. Then it was reported that an abbreviated censored broadcast, like the reports now carried in the daily press, would be available for broadcast.

Valuable to Enemy

Until Friday it was believed that stations might carry the same information as newspapers but Comdr. Reichelderfer's order stopped this on the grounds that enemies of the United States might "shop around and pick up enough information from several stations to determine weather conditions in a specific area."

On Dec. 16 the Weather Bureau in Washington had announced that effective immediately stations could only broadcast warnings of serious weather conditions such as cold waves, hurricanes, floods, heavy snows and the like. The press, however, was permitted to publish limited temperatures and precipitation data but only for the following 26 hours. This automatically forced the elimination of hundreds of service announcements from stations as well as forecasts carried on news broadcasts.

This announcement was followed by the first of several conferences which it was thought would allow stations to carry the same type of weather report as publications.

In a letter received Friday by Carleton D. Smith, assistant manager of WRC-WMAL, Washington, Comdr. Reichelderfer ascribed the ban to request from military authorities. The instructions were interpreted by Mr. Smith as countermanding the inference given previously that local weather bureaus would give out limited information for stations. Following is the text of Comdr. Reichelderfer's letter to Mr. Smith.

"Dr. C. C. Clark, assistant chief of the Weather Bureau has passed on to me your inquiry with regard to weather information for broadcast by radio. Military authorities have requested that no weather information be given out over the radio broadcasting stations except when expected weather conditions are such that it is necessary to take precautions to protect human life, property, livestock or crops or in case cold waves, storms, heavy snows, ice storms and other severe conditions are in prospect which would seriously interfere with transportation, business, industry and other activities directly or indirectly supporting our national defense efforts.

"If weather information even when confined to local observations should be broadcast from a large number of radio stations in the United States, it would be possible for a person outside our territorial limits to 'shop around' among the broadcasting stations and collect a considerable amount of information. An experienced meteorologist could chart this information and draw inferences as to the weather situation over the United States that might be of considerable value to the enemy.

"It is with a great deal of regret that the Weather Bureau finds it necessary to take restrictive measures of this character. We regret this especially in view of the fact that practically all of the radio broadcasting stations have been rendering a very fine service in full cooperation with the Weather Bureau. I hope that these restrictions will not be long in effect."

No Cancellations

A check of agencies, stations and station representatives by BROADCASTING's New York office last week failed to reveal a single instance of contract cancellation by advertisers who have been sponsoring weather broadcasts. In every case, some other type of announcement was substituted for the cancelled reports.

Stations which have been giving reports as a public service and advertisers which have been including them on news programs planned to substitute other copy. Esso Marketers was planning to give information on road conditions or fill its news periods with additional news flashes.

A survey by BRODCASTING showed that this war-time ban would cause little if any loss of business for the broadcasters.

Among advertisers who would have been affected were Vick Chemical Co., Lever Bros. (Swan soap), Carelton & Hovey (Father John's Medicine), Smith Bros., Fels & Co. (Fels Naphtha soap), Bristol-Myers (Minit-Rub, Sal Hepatica), Alkine Co. (Flem-O-Lyn), Frank G. Shattuck Co. (Schrafft's candy), and Musterole.

GIRL EMPLOYES of the NBC-Blue sales division were guests last Tuesday at a Penthouse Party given by Edgar Kobak, vice-president in charge of Blue sales, as their host. The Christmas party was held at the New Weston Hotel, New York, with Keith Kiggins, NBC sales manager, and his assistant Bob Saudek, chaperoning Mr. Kobak.

KILLED IN ACTION

ENSIGN McCLELLAND

AUTO FIRMS SLICE ADVERTISING PLANS

LARGE-SCALE reductions in advertising placement by all motor car companies have been ordered as a result of the war situation. Nearly all companies took the step of cancelling all outstanding time and space orders several days after the war broke cut, with a view to re-examining all commitments before reinstatement. The indication was that only a fraction of the advertising would be reinstated.

Uncertainty was expected to hover over the entire situation until definite developments come out of Washington as to the volume of automotive production which will be permissible after the much-reduced January quota. Some sources here state it is their understanding that virtually no passenger car output will be permitted after Jan. 31, but this cannot be confirmed. Should such a development ensue—and its possibility is well indicated by the very tight situation in rubber, for tires—it is assumed here that promotional effort would be virtually nil. The most that could be hoped for, analysts declare, would be a volume of institutional advertising during the war period, to keep brand names in front of the public for the post-war market.

Agencies have moved rapidly to adjust to the new conditions. Agencies servicing Ford and General Motors accounts were the first to begin to strip personnel, and the past week has seen the Chrysler group of agencies follow suit. J. Stirling Getchell, Ross Roy and Lee Anderson Adv. Agency all made substantial reductions in staff, scattered through various departments. It was said that layoffs are continuing in other agencies which previously made cuts.

Summers in Charge

NO IMMEDIATE successor has been appointed by NBC for the position of manager of NBC's public service division, held by the late Walter G. Preston Jr. His assistant, Harrison B. Summers is temporarily in charge of coordinating the department's activities, assisted by Grace Johnsen.

McClelland First Radio War Victim

KLZ Chief Engineer Killed In Pearl Harbor Attack

RADIO'S first known hero of World War II, Ensign Thomas A. McClelland, USNR, on leave of absence from his duties as chief engineer of KLZ, Denver, was killed in action Dec. 7 during the Japanese attack on Pearl Harbor, Hawaii. Complete details are lacking because of censorship. Ensign McClelland was one of the few non-college men to receive a commission.

Notification of his death was received by his widow, Mrs. Love McClelland, who, with the couple's two daughters, Jane and Susan, had taken temporary residence in Portland, Ore., when he was assigned to duty with the Pacific fleet.

Took Refresher Course

A volunteer for active service, Ensign McClelland was commissioned as a naval reserve officer. In April, 1941, he was sent to the U. S. Naval Academy at Annapolis for a "refresher" course in communications. His long experience in commercial radio, dating back to 1929, coupled with four years of service as a Navy enlisted man from 1924 to 1928, was believed largely responsible for his appointment as a commissioned officer, an honor extremely rare for a man without college training.

After receiving his honorable discharge from the Navy in 1928, Ensign McClelland entered commercial radio as a member of the staff of WDAF, in his native Kansas City. From that beginning he worked up to the position of chief engineer for that station, in which capacity he served until he accepted a similar position at KLZ in September, 1935.

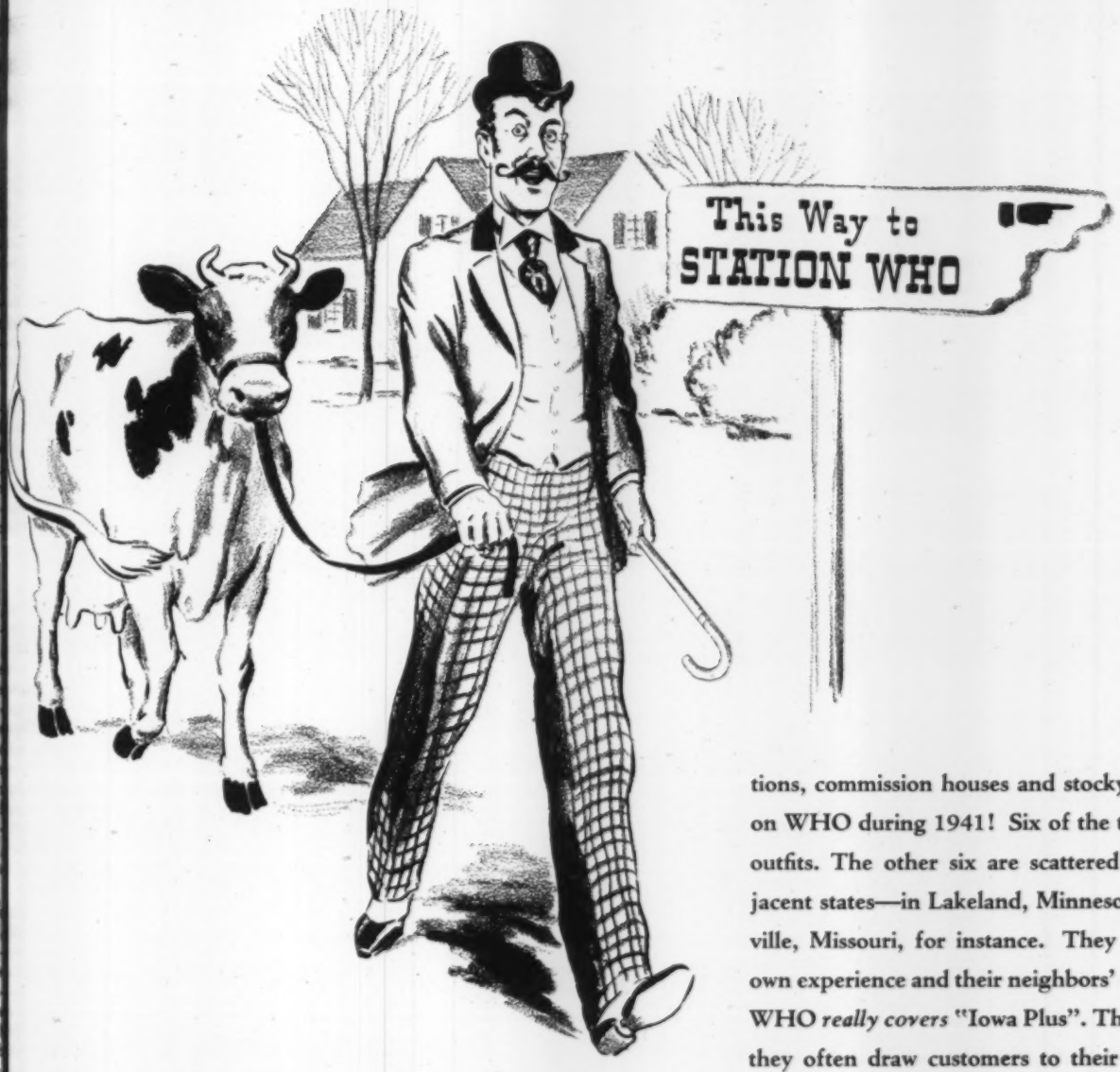
New Installation

During the next five years, he directed the redesigning of the stations' downtown studios, as well as installation of its new 5,000-watt transmitter and construction of its mobile broadcast facilities.

But still a Navy man at heart, he told KLZ officials of his desire to get back into the service because "experience is what they need" and requested leave of absence. This granted, he immediately contacted Naval authorities and was rewarded by his selection as a member of the Annapolis Communications School.

Ironically, his last letter to a former co-worker said: "The family is now living in Portland. I hope to see them before too long. But I guess that depends on the Japanese Ambassador."

In addition to his widow and daughters, he is survived by two sisters, Betty Sue McClelland, of Kansas City, and Mrs. L. H. Dill of Rapid City, S. D.



"12 LIVESTOCK OUTFITS USED WHO IN '41!"

● When livestock breeders and such go on the air to induce their fellow-farmers to attend their livestock sales, you can bet your bottom dollar that *they use the "listened-to-most" station.* Contacting farmers every day, they naturally choose their station "out of the feed-box"!

Therefore we of WHO are pretty proud of the fact that no less than twelve livestock breeders' associations, commission houses and stockyards used time on WHO during 1941! Six of the twelve are Iowa outfits. The other six are scattered around in adjacent states—in Lakeland, Minnesota, and Unionville, Missouri, for instance. They know by their own experience and their neighbors' experience that WHO *really covers* "Iowa Plus". Thanks to WHO, they often draw customers to their sales, not just from their own county, but from distances as great as four or five hundred miles!

Yes, people out here have reason to know that WHO has effective listenership as well as good signal strength *all over "Iowa Plus".* If *you* don't know it, too, let us send you a recent mail-return map. Or just ask Free & Peters!

WHO
+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives

NBC Asks to Sell 3 Outlets to RCA

WJZ, WENR, KGO Involved; Seek WMAL Assignment

PAVING the way for separation of the Blue Network from NBC, applications were filed last Thursday with the FCC for voluntary assignment of the licenses of WJZ, New York; WENR, Chicago, and KGO, San Francisco, from NBC to RCA. The stations subsequently would be transferred, it is understood, to the new subsidiary, which would take over operations of the Blue Network as a separate corporate entity.

Simultaneously there was filed with the FCC a petition by WMAL, Washington Blue Network outlet, seeking voluntary assignment of license from NBC to M. A. Leese Radio Corp., owner of the physical property. The petition was in the nature of a request for reconsideration and grant, setting aside the previous Commission action of Oct. 4 placing the WMAL case in the pending file because of the newspaper-ownership aspect.

Operating Plan

While no specific date for separation of the NBC networks has been set or announced, it was understood that once the WJZ, WENR and KGO licenses are shifted to RCA, the parent company will take over temporary operations of the Blue as a subsidiary. This would result from a "dividend in kind" from NBC to RCA which would transfer all of the assets, contracts and physical equipment segregated in the Blue to the parent company.

Then, it is understood, RCA would hold these properties until such time as the new separate subsidiary will have been created, and then transfer all of the assets, contracts, personnel and other Blue physical properties to the new operating subsidiary.

The FCC, it is expected, will consider the voluntary transfers shortly. Because NBC is 100% owned by RCA, and because the proposed shift is in line with policies enumerated by it in the so-called chain-monopoly rules, no hearing or long-drawn-out procedure is indicated.

No announcement has come from NBC regarding the overall separation plans, except the filing of the formal applications for assignment. The name "United Broadcasting System" has been reserved by NBC with corporation officials in Albany, N. Y., but no definite determination has been reached, it was said.

Reports have been current [BROADCASTING, Dec. 8, Dec. 15] that Mark Woods, NBC vice-president and treasurer, and Edgar Kobak, NBC vice-president in charge of Blue network sales, would become the directing heads of the new company, once it is established.

The WMAL petition, after reciting in detail the facts surrounding acquisition of the station by the Leese company, which is 100% owned by the *Washington Star*, seeks to have the Commission reconstrue its previous findings. The case was placed in the pending file as a "future acquisition" of a broadcast station by a newspaper within the meaning of Order 79, relating to newspaper ownership of stations.

Since the *Star* acquired the assets of the Leese company on May 1, 1938, long prior to the promulgation of the newspaper order, it was contended the transaction was not a "future acquisition". The plea was that the Commission reconsider its action of Oct. 4 and grant the joint application filed by NBC and the Leese Corp. on June 27, 1941, for authority to transfer the license of WMAL from NBC to the Leese company.

BACK ON THE AIR March 20 will be Ontario Government's Tourist Bureau for a weekly program on 50 NBC-Blue stations, second year of radio advertising designed to attract U. S. tourists. Last year's show was a success, especially in dispelling rumors that wartime travel in Ontario was difficult. The program will be called *The Ontario Show* and will feature Col. Stoopnagle, along with a Canadian cast. CBL, Toronto, will be included in the hookup but carry other commercials. Walsh Adv. Agency, Toronto, places the account. Program will be heard Fridays, 7-7:30 p.m. Signing the contract in the CBL studios is Douglas R. Oliver, travel bureau director. Watching (l to r) are W. George Aikins, Walsh vice-president; W. Donald Roberts, Blue salesman; Col. Stoopnagle.

New Advertising Tax Possible As Revenue Plans Are Studied

Levy Would Likely Apply Equally to All Media; No Action on FCC Cost-of-Regulation Plan

WITH another huge defense tax definitely in prospect early next year, tapping a whole group of new revenue sources, it is thought some sort of levy on all advertising may be in the wind. No further developments have been revealed pointing to a franchise tax on communications facilities such as radio broadcasting stations.

Although an advertising tax might develop, it is thought Congress had its eyes opened sufficiently during committee hearings last fall, when all media united in opposing a proposed 5-15% impost on radio's net time sales of $100,000 a year and more, to preclude any possibility that it will again tumble into any discriminatory tax proposition involving radio.

Applies to All Media

It is understood the Joint Committee on Internal Revenue Taxation feels any advertising tax should apply proportionally to all media, without distinction.

Moves toward a special tax on radio facilities or operations have arisen from various quarters. Best-known are the attempt of International Printing Trades Assn. earlier this year to push through the discriminatory 5-15% time sales levy, which was finally deleted from the 1941 Revenue Act by the Senate Finance Committee after approval by the House; and the suggestion of FCC Chairman James Lawrence Fly for a cost-of-regulation tax on all communications facilities.

John B. Haggerty, president of the printers' association, despite the Congressional rebuff and active opposition from the parent AFL, early in December unleashed the first blast in his program to follow up his efforts of this year at the coming session of Congress [BROADCASTING, Dec. 8]. Although his projected program aims specifically at the Sanders Bill to revise the Communications Act, one of its principal goals is impos... of an excise or franchse tax ... networks and commercial stati...

Chairman Fly's proposal, ... vanced last August at Senate h... ings on the tax bill, still awa... FCC action. Possibility is seen t... the FCC, if it approves the id... may recommend such a tax ... Congress, but may simply cooper... with the Treasury Department ... developing some levy.

If any sort of special radio ... is sanctioned, it may go much fu... ther than the $2,000,000 cost-o... regulation, possibly from two ... five times. It is thought such ne... taxes could well touch money-l... ing and marginal stations as w... as those operating at a profit.

All present taxpayers, includi... radio stations, may be tapped f... additional funds. It will take se... eral months to develop and pu... such a tax bill, according to t... Joint Committee. Chairman Dou... ton (D-N. C.), chariman of t... House Ways & Means Committ... has indicated that hearings on t... new bill may start in mid-Janua...

Few Commissions

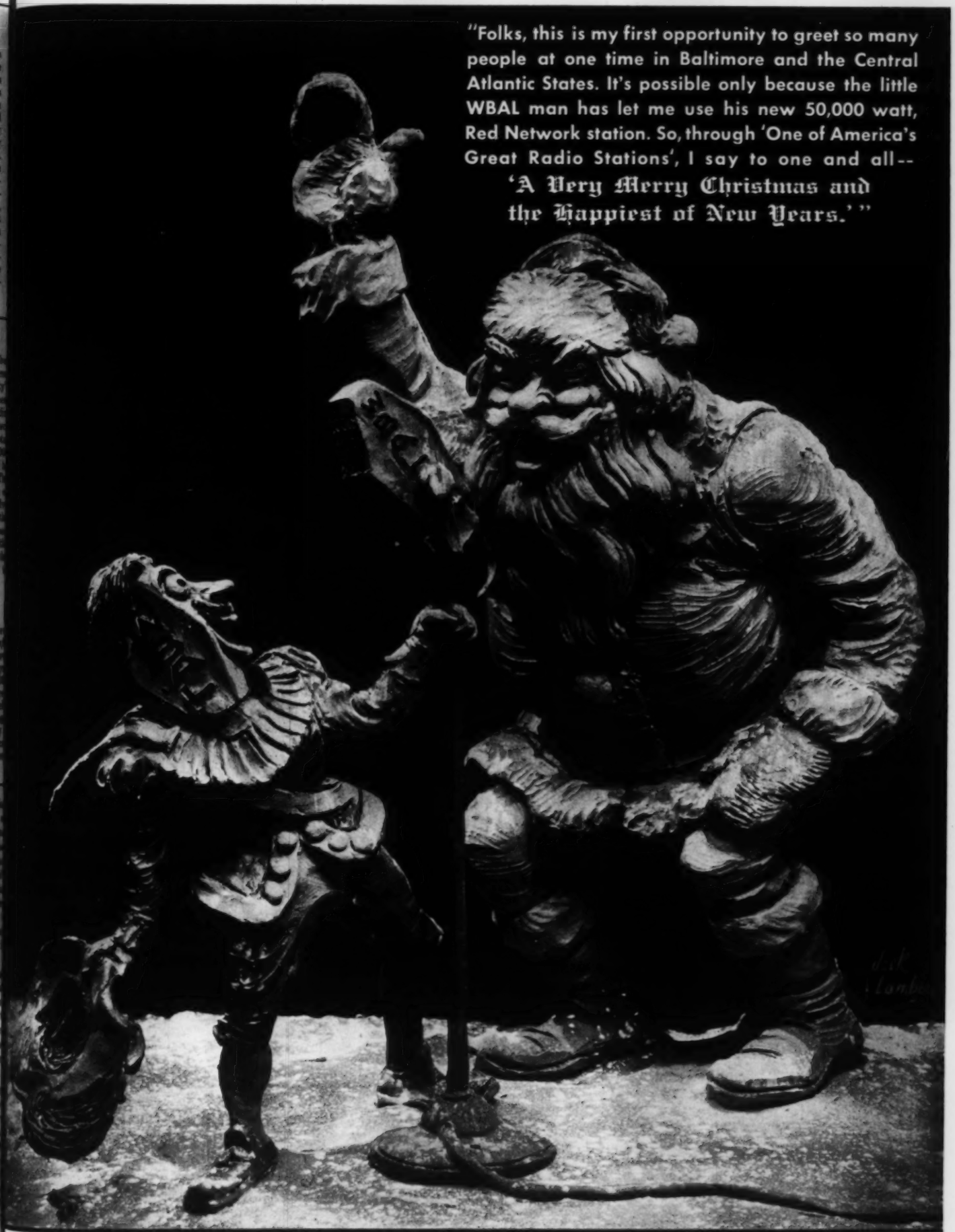
CHANCES for commissions in the radio section of the Navy's public relations bureau are slim. Applicants have found that all billets in the section now are filled and that as openings occur they are being filled from already commissioned reserve officers. Although some specialists in radio have been called to active duty, J. Harrison Hartley, chief of the radio section, reports there are a great number who have not been called and that it is improbable any new commissions will be issued until the supply of reserves is exhausted.

ASCAP Cuts Melon

A FOURTH-QUARTER distribution of $850,000 to ASCAP members was voted by the Society board at its meeting last Wednesday. Added to the $2,700,000 distributed in the first three-quarters of 1941, this brings the year's total to $3,550,000, just about $1,000,000 less than the $4,500,000 received by ASCAP members in 1940. The board announced the acceptance of 47 new writer members and ... new publisher members into the Society. John O'Connor, chairman of the executive committee, who drew his resignation, which the board had previously refused to accept.

Richfield Resumes

RICHFIELD OIL Co. of New York, on Jan. 6 resumes *Confidentially Yours*, thrice-weekly show featuring Arthur Hale, Tuesdays, Thursdays and Saturdays, 7:45 p.m. on 25 MBS stations. Program was discontinued by Richfield last October due to the oil shortage but was kept on by MBS as partly sustainer and partly under ... sponsorship. Agency is Hixson O'Donnell Adv., New York.


"Folks, this is my first opportunity to greet so many people at one time in Baltimore and the Central Atlantic States. It's possible only because the little WBAL man has let me use his new 50,000 watt, Red Network station. So, through 'One of America's Great Radio Stations', I say to one and all--
'A Very Merry Christmas and the Happiest of New Years.'"

Industry Rallies to Nation's War Effor

Defense Dominates Schedules of Stations

STATIONS throughout the country continued their extraordinary coverage of the war which increased staffs and overtime operation as the conflict entered its third week.

BROADCASTING has compiled a series of reports on the activities of many stations which follows:

Nets Drop Fulltime

AS THE handling of war news settled from the crisis stage to that of normal broadcasting routine, the nationwide networks have discontinued fulltime operation, although standing ready to resume it at any time it should be necessary. NBC and CBS are currently on a 20-hour schedule, from 7 a.m. to 3 a.m. (EST), two hours later than the pre-war network signoff; MBS has an 18-hour day, from 8 a.m. to 2 a.m. with the West Coast coming in and signing off 30 minutes later. All New York key stations of the networks, however, are continuing their individual 24-hour schedules, as are a number of the New York independent stations which instituted midnight-to-dawn phonograph record programs long before the advent of the war.

* * *

N. Y. Defense Periods

WEAF and WJZ, NBC's New York outlets, last week started special daily periods for the dissemination of civilian defense information, so that all public and volunteer workers can tune in for instructions at specified periods.

* * *

Funds From Poles

ONE ANNOUNCEMENT in Polish on WHOM, Jersey City, last week resulted in $11,000 in cash for defense savings bonds and stamps the same day, the station reported. Hundreds of listeners flocked to the Polish Home in Jersey City to give their money after hearing the one announcement of Leon Ciecіuch, head of WHOM's Polish language department.

* * *

Music Donated

KFI-KECA, Los Angeles, reorganizing its music library, has turned over special arrangements and stock orchestrations of popular tunes more than a year old, to Army and Navy training centers on the West Coast.

* * *

Contest Winners

EILEEN HOSKINS, of Denver, and Stanley Drake, of Hackensack, N. J., have been named winners of a nationwide snapshot contest conducted on the *Stars Over Hollywood* program on CBS sponsored by Bowey's Inc., Chicago, in the interests of Dari-Rich products. Winners will receive an airplane trip to Hollywood, entertainment with Ray Milland and Claudette Colbert as host and hostess, and will appear on the program Jan. 10, 12:30-1 p.m. in a dramatization especially written for them. Sorensen & Co., Chicago, handles the account.

NEWSMEN OF CBS, Hollywood, worked under realistic war conditions during the first blackouts imposed upon Southern California at start of the war with Japan. Checking and editing by candlelight the news bulletins flashed in from Hawaii and the Philippines are (l to r), Jack Beck, Michael Farrar, and John Reddy.

Air Raid Orders

AIR-RAID precaution programs based on war-time experience in English communities and described by the BBC have been made available to stations in the U. S. for rebroadcast purposes through BBC's New York office, 620 Fifth Ave. Mrs. Anthony J. Drexel Biddle Jr., wife of the U. S. ambassador to the exiled governments in London, is arranging to bring to the microphone each week, beginning Jan. 5, speakers who will describe the part women are playing in civil defense, production, and other branches of Britain's war effort. Recordings of BBC programs are being furnished for use by the New York City Defense Council through WNYC, and other local authorities.

* * *

WFBG Is Clearance Station

ROY THOMPSON, managing director of WFBG, Altoona, Pa., who has been appointed Chief Air Raid Warden of Blair County, has made an arrangement by request of the mayor of Altoona to have WFBG serve as a clearance of official communications. By arrangement with the Pennsylvania Railroad Co. huge fog horns will be sounded three times which will be a signal to tune in WFBG for an official message. An advisory committee, comprised of skilled technical men, has been appointed by Mr. Thompson to complete an air raid system for the Blair County area.

* * *

Breaks for Defense

DURING the emergency, WNYC, New York's municipal station, is devoting its station break periods to announcements asking its listeners to help in the defense program and giving them simple directions for doing so.

* * *

News for Theatres

WCBS, Springfield, Ill., has made arrangements to rush war news bulletins as they break to Springfield's four principal theatres. Scoop on the first Japanese attack released to the theatres was followed by a newspaper promotion plugging the station's news coverage and 14-hour schedule.

Newsroom Effects

WCOL, Columbus, O., an INS client, has set up microphones in the Columbus office of the news service to give listeners an idea of newsroom activity caused by the war.

* * *

During Blackouts

DESPITE radio blackouts that kept them off the air for hours at a time, KGW-KEX, Portland, Ore., maintained a 24-hour staff schedule. During broadcast silences, the stations set up a public address system outside the *Portland Oregonian* building, housing the studios, and presented running news accounts lasting as long as 45 minutes, which attracted hundreds of street listeners. The stations arranged for news broadcasts from the local Newsreal Theatre lobby, and installed lines to the offices of Mayor Earl Riley, where two broadcasts a day were originated during the first week of the war, with the Mayor instructing citizens on precautions to be observed.

* * *

Stamp Sales Booth

WRBL, Columbus, Ga., following up its 100% purchase of Defense Bonds and Stamps, is starting a special program during which the WRBL mobile unit will serve as a traveling sales booth in local residential sections, with broadcasts telling listeners where the sales crew and units are working each night. WRBL also is arranging a news information service for officers at Fort Benning.

* * *

Remember!

TO FACILITATE regular broadcast of important defense information WSLS, Roanoke, Va., includes all Army, Navy, Marine, Defense Bond, Red Cross and similar announcements in a quarter-hour period, *Remember Pearl Harbor*, at 7:30 a. m. every day.

* * *

Technicians to Aid

RESOLUTION offering Chicago's Civilian Defense Commission the individual and collective support of members of Local 1220, Associated Broadcast Technicians' Unit, was adopted at the group's meeting Dec. 12.

Members of Local No. 1, American Communications Assn. comprising Buffalo, New York, Philadelphia, Baltimore and Washington has also pledged its service, skill and knowledge to the Government.

* * *

On the Spot

WHEN auto production dropped and the sponsoring local Chevrolet dealers gave up the man-on-street program conducted on WOW, Omaha, by Foster May, news and special events director, the station sold the series to Paxton & Gallagher, Omaha (Butternut Coffee). May was sent to Central America to work up a transcribed series on "The Romance of Coffee". As it turned out he was in Guatemala City two days before the Jap attack on Hawaii and witnessed Guatemala's late declaration of war on Germany and Italy in the National Palace. Using the shortwave facilities of TGW, he broadcast an eye-witness description to WOW listeners.

* * *

Frost Warnings

CONSIDERED of vital importance to citrus ranchers and farmers in the Pacific Southwest, KFI, Los Angeles, on Dec. 15 resumed its nightly frost warnings after being halted several days. "All other weather information is still being withheld by West Coast stations because it may aid the enemy," Bernard N. Smith, KFI farm reporter asserted in announcing resumption of the broadcasts.

* * *

Recruiting Drive

WCHS, Charleston, W. Va., in addition to being on the air continuously since the first attack, is promoting a recruiting campaign for the Navy in cooperation with local recruiting centers. Promptly after President Roosevelt's message of Dec. 8, Ted Eiland and Johnny Sinclair of the WCHS staff resigned to join the Navy.

* * *

WWRL Gets Ready

WWRL, New York, has made plans to fingerprint and photograph its personnel and will issue identification cards. WWRL also has installed lines into WOR, New York, to permit coverage of national events.

((*Continued on Page 48*)

'Dastards'

NOTED for his frequent colorful designations, Earl Godwin, NBC Washington commentator and veteran newspaper correspondent, has developed a new general reference to the Japanese aggressor. Taking a cue from President Roosevelt's reference to "dastardly attacks" by the Japanese, Commentator Godwin now refers to them in his newscasts on WMAL, Washington, for the local Thompson's Dairy as "those dirty yellow dastards." Subject came up at the President's press conference Dec. 17 when Mr. Roosevelt warned Earl to be careful of that first consonant.

A NEW STAR NOW RUNNING WITH THE BALL

After 14 years, WLAC is saying good-bye to its 5,000 Watt transmitter. Early in the new year, the powerful voice of WLAC'S new 50,000 Watt transmitter will begin "carrying the ball". The signal will be a touchdown-natural for any All-America Advertising Team desirous of winning the plaudits of the population in the great Tennessee Valley "Power Bowl".

WLAC

NASHVILLE, TENN.

COLUMBIA'S NASHVILLE OUTLET ★ J. T. WARD, Owner ★ F. C. SOWELL, Mgr.

PAUL H. RAYMER COMPANY, NATIONAL REPRESENTATIVES ★ UP NEWS

CBS Technicians Awarded Increase

Arbitrator Grants 6% Boost To End Long Controversy

CBS TECHNICIANS were awarded an approximate six percent increase in pay in an arbitration decision handed down in Chicago last Wednesday by Dr. John A. Lapp, terminating a labor disagreement between the network and Associated Broadcast Technicians Unit pending since last September.

The increase is based upon length of service, and technicians under the award also will receive payment based on time-and-a-half for all over twelve hours worked in any one day within the stipulated 40-hour week. These provisions, along with other minor considerations in the 21-page decision, are retroactive to Oct. 1, 1941, and will remain in force until Oct. 1, 1942, when the ABTU-CBS five-year contract expires.

Had Asked 20%

Under the terms of that contract, which provides for negotiation on any clause prior to renewal on Oct. 1 of each year, the union last September notified CBS of its desire to negotiate on wages, hours and travelling expenses. The union, in addition to other requests, was primarily seeking an approximate 20% increase in pay.

The negotiations broke down from time to time until both parties agreed to arbitrate. The hearings were held before Dr. Lapp in Chicago for six days from Nov. 23 to 29 [BROADCASTING, Dec. 1]. The award applies to all the 275 CBS technicians, and the pay raise represents an annual payroll increase of approximately $60,000.

DCB Advises Reduction In Use of Leased Wires

DUE to the current war situation, the Defense Communications Board, Office for Emergency Management, has requested that orders for long distance leased line telephone circuits should not be placed with telephone companies except in cases where the service is essential to the national defense.

The DCB pointed out that in addition to large increases in message toll traffic there has been a recent great increase in requests for leased line telephone facilities and that every increase in the number of leased lines means a reduction in the number of facilities available to handle long distance messages and a possible retarding of the handling of such messages, many of which are important to national defense.

New MBS Analyst

MERRITT RUDDOCK, son of A. B. Ruddock, former U. S. diplomat serving in Berlin, Brussels and Peking, has joined MBS as a news analyst and is broadcasting six days weekly 10-10:15 a.m. Mr. Ruddock, a Harvard graduate, is a newsman at WRNL, Richmond.

Who's Who at the DCB

ADMIRAL LEIGH NOYES

Editor's Note—Under the Executive Order signed by President Roosevelt Dec. 10 [see text BROADCASTING, *Dec. 15] the Defense Communications Board becomes the war policy-making body for all communications, including broadcasting. To acquaint all in radio with the men who make up this tribunal, this sketch is published as the second of a series. The first, covering FCC-DCB Chairman James Lawrence Fly, appeared in the Dec. 15 issue.*

TOP communications officer of the U. S. Navy, and second-ranking member of the Defense Communications Board, is Rear Admiral Leigh Noyes, Director of Naval Communications for the last 2½ years. To these duties he brings a rare combination of talents — a communications expert, Naval aviator and decidedly not an arm-chair sailor.

Well-known among Navy colleagues for his whirlwind propensities in doing a job, he is responsible for a good share of the Navy's wartime plans for communications. He is known, too, as a practical planner with a finger on the pulse of public reaction as well as the Navy in communications matters.

For instance, instead of having the Navy step in and seize communications facilities outright during wartime, it was his plan, now going into effect, to accomplish the same defense purpose by arranging in advance, through regular contracts with communications companies, for a Navy take-over during troublous times.

Admiral Noyes was born at St. Johnsbury, Vt., Dec. 15, 1885, and was appointed to the Naval Academy from that State in 1902. Since then he has accumulated a long list of accomplishments and honors in Naval service.

He served successively on the *Galveston, Rainbow, Helena, Missouri and Mississippi*, and in 1911 became flag secretary and aide of Commander Battleship Division Three. After a tour of duty on the *Wyoming*, he was in the Office of Naval Operations for two years, and was appointed flag secretary and fleet communication officer in 1916 on the staff of Admiral Henry T. Mayo, then Commander in Chief of the Atlantic Fleet.

During 1917 and 1918 he accompanied Admiral Mayo on an inspection of all U. S. Naval activities in allied countries, as well as the Grand Fleet. He was on *HMS Broke* during the bombardment of Ostend, Belgium, by *HMS Terror*. He won the Navy Cross for his World War services.

In 1919, commanding the *Biddle*, he assisted in rescuing refugees from Odessa, and with *HMS Calypso* assisted in salvaging a Russian tug transporting refugees.

From Sept. 10, 1920, until June 1, 1922, Admiral Noyes served as Atlantic Coast Communication Superintendent with the Office of Naval Communications. When the *Colorado* was commissioned Aug. 30, 1923, he was named her gunnery officer, later becoming executive officer.

He was a member of the U. S. Naval Mission to Brazil from Dec. 3, 1926, until May, 1929, and on June 25, 1929, reported for duty as Commander Destroyer Division 32. During the next two years he served successively as Commander of Destroyer Divisions 14 and 7.

Receives Promotions

On duty in the Navy Department in Washington from 1931 until July, 1934, Admiral Noyes was in charge of the training division of the Bureau of Navigation, and later was named Assistant Budget Officer. He commanded the *Richmond* from August, 1934, until early in 1936, when he went to the Pensacola Naval Air Station for aviation training. Becoming a naval aviator on March 1, 1937, he assumed command of the *Lexington*, an aircraft carrier, on April 20, 1937.

On March 1, 1938, he was transferred to duty as Chief of Staff and Aide, Commander, Aircraft, Battle Force. On June 24, 1939, he was ordered to duty as Director of Naval Communications in the Office of the Chief of Naval Operations. In this capacity he became one of the original five members of DCB when it was created Sept. 24, 1940, by President Roosevelt.

In addition to the Navy Cross, Admiral Noyes has received the Victory Medal, Atlantic Fleet Clasp —*USS Pennsylvania*, and the Decoration of the Order of St. Stanislaus from the Russian Government. Also he has received letters of commendation for the rescue of survivors of the *Macon*, off the coast of California, Feb. 12, 1935, while in command of the *Richmond*, and for directing the *Lexington's* search for Amelia Earhart, famous woman flyer, in the Pacific in 1937.

He was named a rear admiral July 1, 1939.

On July 5, 1919, Admiral Noyes married Sue Webb Spencer, of Williamsburg, Va. His two stepdaughters are Mrs. Seymour St. John and Mrs. E. F. Dissette. Golf is one of his favorite recreations, but he probably won't find much time for the links for some time.

Hawaiian Attack Brings Records for Listening

HIGHEST single evening "Sets-in-Use" figures ever released by C. E. Hooper Inc. were reported last week when 47% of the American radio sets were found in use on Dec. 7, the Sunday the Japanese attacked Pearl Harbor in Hawaii.

First place in the list of "First Fifteen" network programs rated in the December Hooper National Ratings Report on evening programs goes to Charlie McCarthy and Walter Winchell, who tied with a 29.9 rating. Bob Hope and Fibber McGee took second and third places respectively, with The Aldrich Family fourth. Other programs in their respective order are: Jack Benny, Radio Theatre, Coffee Time, Major Bowes, Bandwagon, Take It or Leave It, One Man's Family, Time to Smile, Kay Kyser, and Orson Welles.

MBS Billings Figure

MUTUAL announced last week an inaccuracy in the cumulative gross billings for 1940, released Dec. [illegible] as comparisons with similar figures for 1941 [BROADCASTING, Dec. 8]. The 11-month cumulative 1941 figure of $6,352,457, highest in the network's history, topped 1940's similar period ($4,190,071 instead of $4,017,189) by 51.6%. If 1940's political revenue is deducted, last year's 11-month total would be $3,896,173 (instead of $3,905,965), jumping the increase to 63%.

Nitrate Spots Dropped

CHILEAN NITRATE Educational Bureau, New York (nitrate of soda), due to war demands on nitrate and uncertainties of delivery effective Jan. 5 will cancel its half-hour transcriptions of *Uncle Natchel* on 18 stations throughout southeastern United States. O'Dea, Sheldon & Canady, New York, handles the account.

CANCELLED FOR WAR

WAAT Drops All-Night Request Music Program

SACRIFICING one of its most popular features in the interest of national defense, WAAT, Jersey City, has cancelled its popular all-night-to-dawn program on which listeners were invited to telegraph their requests. A straight program of news and music is now carried all night in its place, conducted by Announcer Steve Price. Western Union has been notified not to accept request telegrams for the station.

Explaining the move, WAAT officials said that in their opinion the program could too easily become a tool of fifth columnists. They cited that a telegram requesting "Dear Arabella" for "Mike and the boys at Joe's at 3 a.m.", acknowledged on the air, conceivably could signal "Mike and the boys" to execute some previously planned bit of sabotage at 3 a.m. Normal telegraph traffic on the program ran about 100 wires at night, piped by direct wire to Announcer Price in the studios.

From ALL Angles....

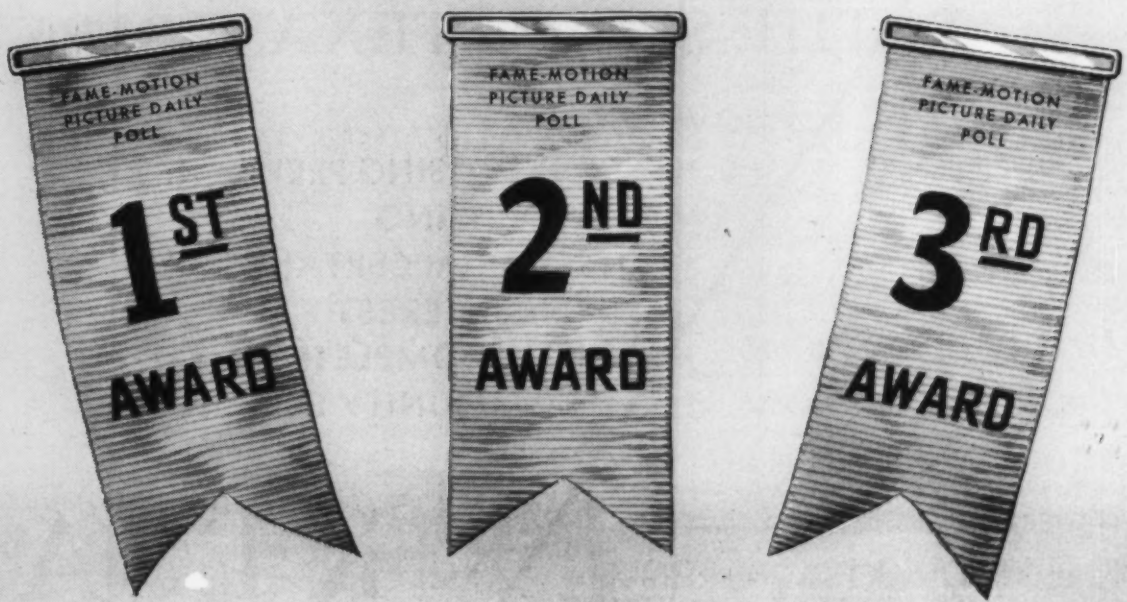
KTSA
KTSA
KTSA

BOB HOPE "CHAMPION OF CHAMPIONS"

HERE AT THE RED NETWORK . . .

We can't even BLUSH any more !

(First, Second and Third Awards in Fame-Motion Picture Daily Poll Go to Red Network Programs)



The Experts, as well as the Listeners, Give NBC RED Top Honors—and That's no Blushing Matter!

OF course we're happy about winning the top three honors in the Fame-Motion Picture Daily Poll—but the Red's fine showing all along the line means a great deal more from a practical angle than just the annual winning of popularity polls.

It demonstrates, primarily, *why* 36.9% *more* radio families "listen most" to the NBC Red Network than to any other network by day... and 41.7% *more* by night... as revealed by the listeners themselves in the All-County Census of Radio Listening Habits.

• • •

In addition to winning the top three places in the 'Champion of Champions" classification, NBC Red programs took the lion's share of the remaining honors. In all, NBC Red shows won 14 first places—against 7 for the next network and 1 for the third—12 out of 22 second places and 9 out of 19 thirds.

• • •

So, to the experts, for doing such a good job of reflecting the vast listening audience's preferences, *thanks*... to the winning artists and sponsors—*congratulations!*

BOX-SCORE—1941
Fame-Motion Picture Daily Poll

NBC RED took "three out of three" (first place, second place *and* third place) in these 5 classifications: Champion of Champions... Best Comedienne... Best Comedy Team... Best Master of Ceremonies... Best Variety Program.

NBC RED took the "*top* two" (first place *and* second place) in these 3 classifications: Best Classical Male Vocalist... Best Comedian... Best Dramatic Series.

NBC RED took first place in these 14 classifications: Champion of Champions (Bob Hope)... Best Popular Male Vocalist (Bing Crosby)... Best Classical Male Vocalist (Richard Crooks)... Best Comedian (Bob Hope)... Best Comedienne (Fanny Brice)... Best Comedy Team (Fibber McGee & Molly)... Best Sports Announcer (Bill Stern)... Best News Commentator (H. V. Kaltenborn)... Best Master of Ceremonies (Bing Crosby)... Best Dramatic Series (One Man's Family)... Best Variety Program (Kraft Music Hall)... Best Quiz Show (Information Please)... Best Daytime Serial (Vic & Sade)... Outstanding New Star (Red Skelton).

NBC *Red* NETWORK

The Network MOST People Listen to MOST
(by the vote of the listeners *themselves!*)

NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service

NORTH CAROLINA IS THE SOUTH'S NO. 1 INDUSTRIAL STATE!

VALUE of MANUFACTURED PRODUCTS

Source: — Census of Manufactures, 1939

NORTH CAROLINA

$1,420,600,000

AVERAGE OF NINE OTHER SOUTHERN STATES

$536,478,000

WPTF in Raleigh is NORTH CAROLINA'S NO. 1 SALESMAN!

680 KC NBC Red 50,000 Watts

FREE & PETERS, Inc., National Representatives

Adair Is Appointed To Broadcast Post

Willoughby Now Assistant as Cruse Enters Service

APPOINTMENT of George P. Adair as acting assistant chief engineer of the FCC in charge of the Broadcast Division, and of John A. Willoughby as acting assistant chief of the Broadcast Division, was approved by the FCC last Tuesday in a series of shifts necessitated by the call to active duty of Lieut. Comdr. Andrew Cruse, assistant chief engineer in charge of the Common Carrier Division.

Mr. Adair

The FCC, upon recommendation of Chief Engineer E. K. Jett, shifted Gerald C. Gross, assistant chief engineer in charge of broadcasting, to succeed Mr. Cruse on a temporary basis. Mr. Adair was named temporary successor to Mr. Gross and Mr. Willoughby took over Mr. Adair's former duties.

Short Notice

Mr. Cruse, a Naval Academy graduate and a naval reserve officer, was called to active duty last Monday, on one day's notice. He served from 1934 until 1936 as chief of the Electrical Division of the Department of Commerce, but became assistant chief engineer of the FCC in charge of the Telephone Division in 1936. Afterward he was made assistant chief engineer in charge of common carrier operations.

Last April Mr. Gross was named assistant chief engineer in charge of broadcasting, being promoted from his post as chief of the International Division. He succeeded Andrew D. Ring, who had resigned to enter private practice of engineering. Simultaneously, Mr. Adair was named assistant chief of the Broadcast Section with promotion in grade, and Mr. Willoughby was named chief of the Standard Broadcast Application Section [BROADCASTING, April 14, 1941].

The temporary promotions are for the duration or until Lieut. Comdr. Cruse returns to his post.

Adam Hat on Coast

ADAM HAT STORES, New York (hat chain), on Dec. 16 sponsored the world featherweight championship fight at Los Angeles between Richie Lemos and Jackie Wilson on 13 NBC Pacific Blue stations KECA KGO KEX KJR KPQ KGA KFSD KTMS KOH KFBK KWG KERN KTKC, Tuesday, 9:45 p.m. (PST). Clinton (Buddy) Twiss, NBC Hollywood chief announcer, handled round by round description, while Abbott Tessman did the commentary. Glicksman Adv. Co., New York, has the account.

Discs Insured

WTRY, Troy, N. Y., has taken out a $5,000 insurance policy to protect five transcriptions comprising a one-hour Christmas Eve program. Coverage is for breakage, fire and theft. The $5,000 value was placed on the recordings in view of the time of station personnel, along with materials and talent, in recording everything from a message by Governor Lehman, neighboring mayors, three college presidents, and choirs and other singing organizations of Troy, Albany and Schenectady.

GEN. ADAMS LAUDS SERVICE OF RADIO

OFFICIAL commendation to broadcasters for their "effective, patriotic assistance and enthusiastic cooperation" with the Army's enlistment drive came last week from Major General E. S. Adams, The Adjutant General, in letters to the NAB and all U. S. stations.

"The Army Recruiting Service is greatly appreciative of the effective, patriotic assistance and enthusiastic cooperation which broadcasters have given to the Army in its huge task of procuring unprecedented numbers of applicants for aviation cadet training, and for enlistments for the Regular Army," Gen. Adams declared. "Radio has contributed immeasurably to the success of the program to date.

"In view of recent developments and the recently expanded Air Force program, that task has been further increased and calls for redoubled efforts to give us the Air Force we must have. We know your 'Keep 'Em Listening!' will help us to 'Keep 'Em Flying'!"

Amateurs' Return Seen For Wartime Activities

DEFENSE Communications Board within a short time will authorize the return to the air of hundreds of amateur radio stations, to furnish communications vital to national defense, according to officials of the American Radio Relay League, national amateur organization. Necessary auxiliary and emergency communications facilities are to be back in operation shortly, they indicated.

While normal amateur activities have been suspended due to the war, certain amateur operations performing necessary defense functions are to be given special DCB authorization upon application by Federal, State and municipal officials, ARRL indicated. Where emergency amateur networks are already organized, activation of all stations in the network results from request and certification by the proper official. Amateurs returning to the air under special authority will operate under regular amateur rules of the FCC.

SILENCE of an hour on WEAF New York, from 8:52-9:52 p.m., Dec. 14, was due not to any war shut-down but because of a faulty tube in the NBC transmitter, Whitestone, L. I., it was announced by the New York NBC offices.

Birth of a Defense Essential

★Just sixty-five years ago the first two-way, outdoor telephone conversation was held. It took place on October 9, 1876, between Boston and Cambridge, Massachusetts. Thomas A. Watson, an early associate of Alexander Graham Bell, has described this first "long distance" call of two miles in this way:

"We got permission from the Walworth Manufacturing Company to use their private wire running from Boston to Cambridge, about two miles long. I went to Cambridge that evening with one of our best telephones, and waited until Bell signaled from the Boston office on the Morse telegraph sounder. Then I cut out the sounder and connected in the telephone and listened."

After describing a number of adjustments that were necessary before the telephone would work, Mr. Watson continued: "I rushed back to my telephone and listened. Plainly as one could wish came Bell's 'ahoy, ahoy'! I ahoyed back, and the first long distance telephone conversation began."

"Ahoy" has changed to "hello." Two miles have changed to across the continent or around the world. The telephone has changed from an experiment to one of the essential tools of an effective nation — and never more so than now, when its speed and certainty help in the drive for defense production.

★*This is a quotation from* THE TELEPHONE HOUR *heard on Monday evening, October 13. This program is a regular Monday night feature of the N. B. C. Red Network.*

Test Case Is Proposed by Disc Firms On Validity of MPPA License Fees

A TEST case on the validity of license fees invoked by Music Publishers Protective Assn. on recording of ASCAP selections is contemplated by a group of independent transcription manufacturers, it was learned authoritatively last week in New York.

The transcribers, it is understood, will challenge the validity of charges ranging from 25c to 50c for recording of ASCAP selections as well as a flat charge of $15 per selection per year for library transcriptions. The case presumably will be premised upon terms of the consent decree entered into by ASCAP with the Department of Justice early this year.

Transcription companies understood to have joined for prosecution of the litigation are NBC Thesaurus, Associated Music Publishers, Standard Radio, Lang-Worth, and C. P. MacGregor. World Broadcasting System, pioneer in both the library and commercial transcription field, has decided against participation in the litigation. This decision, it was reported, was based upon the heavier volume of commercial transcriptions handled by WBS.

The suit will be based on the provision of the Copyright Act specifying a royalty of 2c to the copyright proprietor upon phonograph records. Originally the transcription industry paid only the 2c on each side manufactured. More than a decade ago MPPA, trustee for certain publishers dealing through ASCAP, imposed a charge of 25c per selection per transcription manufactured and sold, with the understanding that no transcription could be used more than once, and providing that 25c additional be paid for each use. The charge for production selections was 50c.

This has been construed as a special performance fee on commercial transcriptions. The charge, it is held, was imposed not by virtue of the copyright law, but because MPPA threatened to restrict the performance of compositions between the time of their recording and the time of the broadcast. Subsequently, when library transcriptions came into vogue, the charge of $15 per selection per year was imposed.

The ASCAP consent decree carries a specific provision that no member of ASCAP shall exercise power to restrict from public performance for profit any copyrighted music composition for the purpose of permitting the fixing or regulating of fees for the recording or transcribing of the composition.

Contracts between transcription companies and MPPA terminate at the end of this year. With the consent decree entry, preliminary decision was reached to make a test case. The legal question will center around whether the 2c per side payment complies with the requirements of the Copyright Act, particularly in the light of the consent decree provision.

Fox's Position

Harry Fox, general manager of MPPA, has taken BROADCASTING to task for confusing that position with his service as agent and trustee for more than 500 individual copyright owners in the licensing of their music for transcriptions. "MPPA," he writes, "is a trade association for the popular music publishing industry and as such does not issue transcription licenses or collect license fees. The writer, as you know, is agent and trustee for copyright owners both here and abroad and my principals consist of several hundred firms who are not members of MPPA and not affiliated with the association in any way."

Mr. Fox stated that as yet he has had no discussions with transcription companies regarding any changes in the terms of the licenses, but that he plans to meet with them before the first of the year and will be glad to hear whatever suggestions for changes they wish to propose.

PRISONER of "war" was Bud Farnum, announcer of WFLA, Tampa, Fla., shortly after this picture was taken during maneuvers at MacDill Field. Anti-tank forces effected the "capture", but not before Farnum described paratroop landings, gas attacks and other maneuvers.

Canada Wire to Coast

EXTENSION of service to both the Atlantic and Pacific Coasts has been announced by Press News Ltd., Toronto, the radio news subsidiary of Canadian Press. Press News now serves upwards of 20 Canadian stations with spot news, sports, farm and other features. The reporting staff at the Toronto office numbers seven, with the wire service and staff of Canadian Press from all parts of the Dominion available. Operations were started July 1 with a small Eastern network.

KSD

BASIC NBC RED NETWORK

THE NETWORK MOST PEOPLE LISTEN TO MOST

"Yes, add it to my order. I heard about it today over KSD."

For Greater Sales in Greater St. Louis

A Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

isc Firms' Stand n MPPA Urged

adcasters Favor Plan to Revision of Fees

PPORT of the transcription panies in their efforts to secure ion of recording fees from the Publishers Protective Assn. assured by broadcasters who nded the NAB district meetings past few weeks on the West st [BROADCASTING, Dec. 8], in neapolis Dec. 11-12, and in Chi- last Monday and Tuesday.

Resolutions were passed at these etings favoring the licensing hod used by BMI and SESAC, ed on the copyright law stipu- ion of a straight 2-cent fee per ording as against a higher fee itrarily set by the MPPA.

Interlocking Setup

In Minneapolis, E. Claude Mills, irman of ASCAP administra- e committee, in response to a ry by a broadcaster as to why SCAP does not adjust the record- rate charged transcription com- ies by MPPA said ASCAP could act for MPPA, but at the same e admitted MPPA and ASCAP d a 95% interlocking member- p.

Milt Blink, co-owner of Standard dio who spoke at both Minneap- s and Chicago meetings, stated t the gains broadcasters have mplished in the reduction of SCAP fees could very well be ified if the ASCAP publishers ough MPPA are allowed to rge an arbitrary fee for record- g rights that is higher than the pyright law stipulates, and in an ort to recoup losses on perform- ce rights, increase recording es to a point where the transcrip- n companies would be forced to s on that increase to the broad- ter.

Ralph Wentworth of Lang- orth, and Frank Chizzini, man- r of Chicago office of NBC esaurus, both stated that the PPA fees were not only inequit- le, but stressed that BMI and SAC and other licensing pools ide by the straight 2-cent record- g fee.

Sterling Salt on Red

NTERNATION SALT Co., Scran- n, long a user of spot radio for erling salt, on Jan. 20 will use a twork program for the first time ith the sponsorship of a quarter- ur musical and variety show on BC-Red, featuring Ted Steele's rchestra and Allen Prescott as e. The program will be heard aturdays at 10:30 a.m., time now cupied by *America the Free*, nsored by the Anacin Co., which ill shift to 11-11:30 a.m. Satur- ys on Jan. 20. At the same time e Anacin program will give up e usual 1 p.m. repeat to the West ast on 20 Red stations. Agency r Sterling salt is J. M. Mathes c., New York, and Blackett- mple-Hummert, New York, han- es the Anacin account.

"You can quote me on this" *said the president*

to the

press...

In a widely-publicized story carried by trade papers last month, Dr. George A. Bunting, president of the Noxzema Chemical Company, revealed that their quiz program was doing a whale of a job in fourteen markets.

Ruthrauff & Ryan, the firm's agency, prepared figures on sales increases for the first nine months of 1941 as compared with the same period last year. These figures showed increases ranging from 40% to 130%.

According to this report, *the one market showing an increase of 130% was the Twin Cities, home of WCCO, the station that blankets this great market and the rich Northwest.*

In actual sales results, out of all 14 stations... *WCCO brought the greatest sales increase.*

Produced by WCCO on behalf of Ruthrauff & Ryan, "Quiz of the Twin Cities" has all the qualities essential to good radio selling: the right idea... the right production... the *right station.*

If you want the best in the great Northwest... check time availabilities on WCCO.

WCCO **50,000 WATTS WHERE IT COUNTS THE MOST**

MINNEAPOLIS-ST. PAUL. Owned and operated by CBS. Represented by Radio Sales: New York • Chicago • St. Louis • Charlotte • San Francisco • Los Angeles

MEN'S CLOTHIER IS CONVINCED

Buys Entire Sports Schedule of WTMA After Test Campaigns Show Radio's Power

SINCE it went on the air back in June, 1939, WTMA, Charleston, S. C., has been trying to prove to the men's clothiers of the city that they could use radio effectively and profitably. Repeated efforts, however, resulted in no more than an occasional spot announcement campaign when seasons changed, or at Christmas.

Finally persistence was rewarded and Sam Berlin, proprietor of Berlin's Men's Store, oldest and largest in Charleston, agreed to sponsor all sports on the station. Hardheaded businessman that he is, Mr. Berlin was skeptical but that was several weeks ago. Listen to what he has to say now:

"We are completely sold on radio as an advertising medium and we were sold on definite, tangible results. For 51 years we have operated 'Charleston's oldest and greatest' men's store and in that period of time we have tried every conceivable means of getting our message across to the public, with varying degrees of success and failure.

A Sports Campaign

"With radio, we admit that we were skeptical. From time to time, we ran spot announcement campaigns calling attention to our different brands of merchandise, such as Fashion Park suits and topcoats, Bostonian shoes, Manhattan shirts, and so on. Frankly, we didn't know whether they were doing any good or not.

"At the beginning of the football season just past, we decided on an all-out sports campaign over WTMA. We sponsored the daily sportscast, play by play accounts on local and out-of-town games, resumes of games and sports bulletins. The reaction was immediate. Customers came into the store asking for this or that piece of merchandise that they had heard about on the radio.

"Sales swung upward as a direct result of each broadcast, and we were convinced that, for our particular business, at least, we had found the right medium and the correct way to use it. So much so, that for 1942 we have bought the sports program of WTMA for the entire year; every single local item of a sports nature will be broadcast under our sponsorship, and we're looking forward confidently to the best year in our history."

Berlin's will spend 85% of its advertising budget in 1942 on radio and WTMA feels it has proven that radio can do a job for men's clothiers.

AMOS 'N ANDY, stars of the Campbell Soup Co. program, will make their first film in several years, a short titled "Unusual Occupations". It will be produced by Paramount.

(L to r): M. Anthony Young, WTMA salesman; Sam Berlin, owner of Berlin's Men's Store; Phil Sutterfield, WTMA announcer.

Murrow's Lecture Tour Covers Entire Nation

FULL SCHEDULE of dates and cities for the lecture tour of Edward Murrow, chief of CBS' European bureau now in this country, was announced last week by Music Corp. of America, which recently bought Columbia Artists Bureau. In most instances Mr. Murrow will speak during January and February at local clubs in the cities he plans to visit under mutual arrangements of the clubs and CBS outlets in the cities.

Schedule follows: Jan. 5, Boston, WEEI; Jan. 6, Ithaca, WCHU; 7, Philadelphia, WCAU; 8, Hartford, WDRC; 9, Buffalo, WKBW-WGR; 13, Columbus, Ohio, WBNS; 16, Chicago under the auspices of the Assn. for Family Living. In five California cities, Jan. 19 to 23, inclusive, he will speak under the auspices of the Vine St. Realty Corp., in Los Angeles, Long Beach, Pasadena, Santa Barbara and San Diego, respectively. Feb. 1, Minneapolis, as guest of WCCO; 2, St. Paul, also WCCO; 10, San Antonio, KTSA; 12 Houston, at the St. Paul's Episcopal Church group; and on Feb. 18 and 19 Mr. Murrow will lecture at Town Hall in New York.

Berlin Holds Newsmen

JOHN PAUL DICKSON, MBS representative in Berlin, has been interned by German authorities with 14 other United States newsmen, according to a German report to Mutual last week which gave no further details.

Mutual cancelled broadcasts from Berlin on Nov. 13, 1941, when Dickson notified Adolph Opfinger, Mutual program director, that further radio reports from Germany were impossible "because censorship has made them useless at the present time" [BROADCASTING, Nov. 24]. That censorship was under consideration by the German authorities, Mutual understood at that time, and last week's report was the first word Mutual had had of Dickson since his transatlantic telephone conversation with Mr. Opfinger.

WDRC, Hartford, will underwrite entire expense of a Jan. 8 lecture by Edward R. Murrow, CBS London chief, who will address an invited group of press, radio, civil and defense officials. The talk will be broadcast on WDRC and its FM affiliate W65H. The lecture was arranged by Franklin M. Doolittle, general manager.

A YEAR 'ROUND SANTA CLAUS

Not only at Christmas, but on the other 364 days, as well, WOAI gives a vast listening audience the benefit of superb programming which combines the best of NBC, TQN and local production—plus nineteen years of knowing how!

A merry, "year 'round" Christmas to one and all!

WOAI San Antonio

50,000 WATTS

CLEAR CHANNEL

AFFILIATE NBC
MEMBER TQN

REPRESENTED NATIONALLY
BY EDWARD PETRY & CO.

FCC STAFF MUGGED

Employes Carry Photos as War Precaution

KEEPING with Government policy, some 600 members of FCC were "mugged" last Tuesday for building-pass purposes. The procedure was adopted some time ago in the War and Navy Departments and virtually all Government agencies identified with national defense. All Civil Service employes had been fingerprinted some time ago.

Only regular FCC employes, most of whom are headquartered in the New Post Office Bldg., will carry passes with their photographs. Other callers will not be required to hold passes, at this stage in any event. In the military departments, visitors are given temporary passes. It is presumed this practice will later be adopted in all Governmental agencies.

Pay Envelope Deduction For Defense Sanctioned

PAYROLL deductions to pay for Defense Bonds or Stamps, when authorized by the employe, are recognized as legal deductions under the Fair Labor Standards Act, it was announced last Monday by Baird Snyder, recently named acting administrator of the Wage & Hour Division of the Labor Department. While workers cannot waive their rights to time-and-a-half for overtime after 40 hours, they may voluntarily accept straight time in cash and the balance in defense securities, Mr. Snyder declared.

"Employes are urged to give serious consideration to a plan under which they can allot their overtime pay to be put into Defense Bonds and Stamps," Mr. Snyder commented. "Various kinds of these allotment plans are now being worked out by AFL and CIO unions in different parts of the country among workers engaged in production for victory, and this program appears to be spreading rapidly." Where deductions are made for Defense Bonds, they must be the amount actually paid for the bonds and not the face value of the bonds, it was explained.

Folger's Change

BECAUSE of congested telephone service resulting from the series, Folger Coffee Co., San Francisco (coffee), has discontinued its thrice-weekly quarter-hour classified selling service, *Today's Best Buys*, on KNX KSFO KOIN and twice-weekly on KFSD, following declaration of war Dec. 8. The bargain counter program has been replaced with a public information bureau service for the duration. Firm will continue to sponsor a thrice-weekly five-minute version of *Today's Best Buys* on 18 other West Coast stations, with listeners submitting their bargains and offers to buy by letter. Agency is Raymond R. Morgan Co., Hollywood.

THOMAS TART, formerly in charge of one of NBC's New York theatre studios, has been named assistant to George Monahan, recently appointed head of the guards and detectives assigned to guard the network's control rooms and studios in Radio City.

KMA is "edited" for FARMERS-not cafe society!

● **Why is it that KMA, boasting only 5,000 watts, has a far-flung audience that listens to KMA as few people, anywhere, listen to any other station?**

The reason is simple. KMA's audience is primarily farm people. And KMA is their kind of station. It understands their problems—knows, for instance, that the price of hogs is more important to them than all the gossip about cafe society.

Hence, KMA is edited for *them*—gives them the kind of news, information and entertainment *they* want. The result is a fierce loyalty to KMA, an amazing responsiveness to KMA advertisers. If that's what you want, write for the complete KMA story today.

The No. 1 Farm Station in The No. 1 Farm Market—

150 COUNTIES AROUND SHENANDOAH, IOWA

FREE & PETERS, INC., Exclusive National Representatives

New York Revising Its Air Raid System

Only Army Can Require Silence by Stations During Attacks

UPON his return to New York from an inspection of the civilian defense activities on the Pacific Coast during the first week of the war, Mayor Fiorello H. La Guardia, director of the Office of Civilian Defense, immediately began overhauling the New York set-up to avert any repetition of the confusion accompanying the false air raid alarms in that city during the previous week [BROADCASTING, Dec. 15].

Almost his first move was to call to City Hall representatives of the national networks for a discussion of the part radio should and should not play at a time of alarm.

At this meeting, held Dec. 14, and at a similar meeting of all broadcasters in the metropolitan area the following day with Morris Novik, general manager of WNYC, the city's municipal station, and Lester B. Stone, executive secretary to the mayor, it was agreed the stations would accept orders to go off the air, which presumably would be given only at such times as their signals might constitute beacons or landmarks for enemy aviators, only upon orders received directly from Army authorities. Neither the major nor any of the OCD officials is authorized to issue such an order, it was stated.

The OCD agreed to pass along to the broadcasters word received from the Army that a raid is imminent and Mr. Novik is now working out with the New York Telephone Co. the technical details of a signal system to connect OCD headquarters with all metropolitan stations, so that any immediate alarm may be flashed. In the meantime should an alarm be given Mr. Novik will phone the message to the stations, using a code prepared for this emergency to avoid a counterfeit signal being passed.

No Raid Rumors

On their part, broadcasters agreed to refrain from broadcasting any rumors, press reports or other information regarding alleged air raids until they receive word from the OCD. At that time, when the city's air raid sirens will also be sounded to warn the citizens to seek shelter, the stations agreed that if they had not been ordered off the air they would utilize whatever time remained between the OCD signal and the Army order to cease broadcasting, to reiterate the instructions for behavior during an alarm, especially urging the people to remain calm.

As Mr. Novik expressed it, "A siren can alarm and warn you, but it does not have a soothing effect. The human voice, on the other hand, can warn you and at the same time, by its own calmness, help to create a similar sense of calm in its audience."

Advice to Listeners

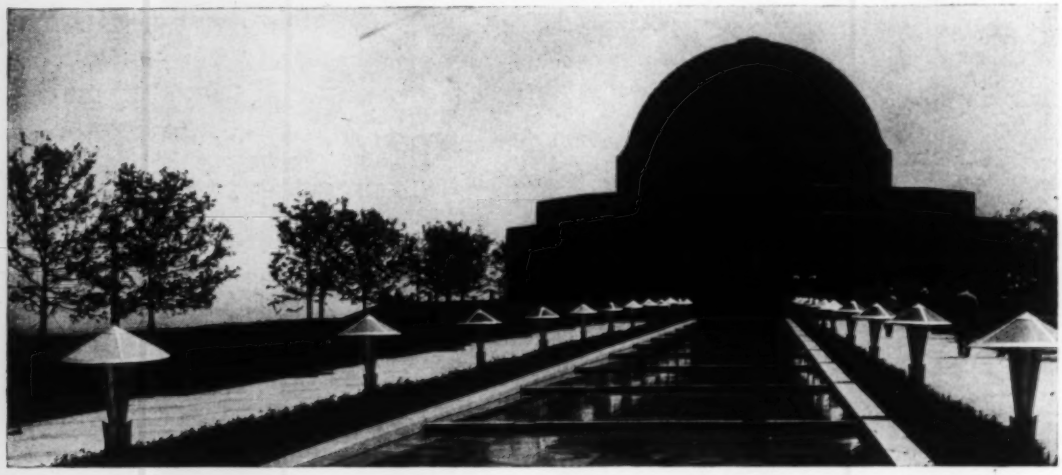
In most instances, it is expected the Army order for the station to leave the air will precede the OCD signal, as the latter is not to be given until a raid is almost upon the city. When the station signs off, it will follow the form of announcement suggested by the War Department, stating that it is leaving the air "in conformity with the national defense program" and urging its listeners to keep their sets turned on so that they may get full information as soon as the station returns to the air. The return signal will also come directly from the Army.

On Wednesday, when New York tested its new air raid sirens, broadcasters, recording companies and retail stores with recording apparatus for sale aided the city officials in checking the carrying power of the sirens. Broadcasters and recording companies sent mobile units and portable equipment to points two, four and six miles distant from the sirens, while the stores picked up the sound with microphones on the sidewalk in front of the buildings and also with others inside the stores.

At 3:59 p.m., one minute before the test began, each recording unit was put into operation, with the operator stating that he was stationed at such and such a location and was speaking at such and such level. Following the recording of the sirens, he repeated this announcement. Through this cooperation the police secured information regarding the efficiency of the present warning set-up and also data which will aid them in establishing other siren locations throughout the city.

With DCB Consent

WHOM, Jersey City, which regularly broadcasts programs in eight foreign languages, last week began the following announcement on hourly call letter breaks: "WHOM is owned and operated by American citizens, and broadcasting American programs in foreign languages with knowledge and encouragement of the Defense Communications Board."



Things most typically CHICAGO

in astronomy it's the Adler Planetarium—

in radio—it's W-G-N

WGN

The FIRST STATION in Chicago and the FIRST CHICAGO STATION in the Middle West

A Clear Channel Station—720 Kilocycles

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York, N. Y. *PAUL H. RAYMER CO., Los Angeles, Cal.; San Francisco, Cal.*

WE'LL GIVE RADIO GLAMOUR
LOVELY LADIES FOR LEADING MEN
How about it. KNICKERBOCKER WANT US?
KNICKERBOCKER PLAYHOUSE
Unfair to Maids

BEAUTY WENT A-BEGGING, but not for long, when these four beauties picketed the offices of Owen Vinson, producer of the NBC-Blue *Knickerbocker Playhouse*, seeking an opportunity to lend a few new glamour angles to the air waves. Stymied in their efforts to get a spot on the program, the quartet—(l to r) Rosemary Madden, Barbara Hale, Mary Owen and Audrey Corley—picked up their signs and started parading. Relenting, Producer Vinson finally gave the nod to Miss Owen, on the strength of her audition, and she will appear on the Dec. 27 *Playhouse*, sponsored by Procter & Gamble Co., Cincinnati.

BAR ASSOCIATION NAMES SYKES HEAD

JUDGE E. O. SYKES, former member of the FCC, was elected president of the Federal Communications Bar Assn. for 1943 at the annual meeting of the group Dec. 13. He succeeds Herbert M. Bingham.

Paul M. Segal, well-known Washington attorney, was elected first vice-president, and Eliot Lovett, second vice-president.

Judge Sykes

Mr. Segal

Reed T. Rollo, member of the Louis Caldwell firm, was elected secretary and John M. Littlepage, treasurer. New members of the executive committee are Mr. Bingham, Paul Porter, CBS counsel, and Ralph Van Orsdel, AT&T counsel. Holdover members of the executive committee are P. J. Hennessey Jr., Horace L. Lohnes, and Frank W. Wozencraft.

The Bar Assn. held its annual banquet following the meeting. Principal speakers were Senators Hatch (D-N.M.) and Van Nuys (D-Ind.), chairman of the Senate Judiciary Committee.

Minute Men

TREASURY Department announced plans last Friday for an organization of radio minute-men in connection with the defense bond and stamp campaign. The promotion, set up on a nationwide basis, will consist of one-minute talks by radio minute-men on all Treasury Department radio programs each week, on nationally sponsored network programs, and on all local radio stations throughout the country.

Washington Managers Named Defense Police

REPRESENTATIVES of six Washington stations were included in the group of 33 members of Congress, newspaper and radio men, and merchandising executives sworn in last Tuesday by Maj. Edward J. Kelly, superintendent of the Washington Metropolitan Police Department, to serve as members of the District auxiliary police.

Radiomen sworn in were: Lawrence J. Heller, WINX; Kenneth H. Berkeley, WRC and WMAL, general manager; A. D. Willard Jr., general manager of WJSV; William B. Dolph, WOL; and Norman Reed, program director, WWDC, Washington.

Syracuse Change

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes) starting with its Dec. 12 broadcast shifted *Information Please* from WSYR, NBC-Blue outlet in Syracuse, to WOLF, independent in that city. Shift was made to make room for Ballantine's *Three Ring Time* on the Blue when NBC put into effect a 28-day recapture clause included in the American Tobacco contract [BROADCASTING, Nov. 3], calling for the "recapture" of any of the 13 Blue outlets carrying *Information Please* which is on the basic Red. This is the second such American Tobacco shift necessitated in the Syracuse market. *Kay Kyser* made the same changeover on Nov. 19 [BROADCASTING, Nov. 24] when a conflict arose with Bayer's *American Melody Hour*.

Pan American Names Rep.

HOMER OWEN GRIFFITH Co., Hollywood, has been appointed Pacific Coast representative of Pan American Broadcasting Co., New York. Latter firm represents KZRM and KZRF, Manila, P. I., as well as Latin American stations.

SPECIAL SALUTE to W53H, Hartford, on its commercial debut Dec. 15 was extended by W65H, Hartford, pioneer FM outlet with greetings and best wishes as well as a floral tribute.

WHEN YOU SEE *this*—

Only then YOU'LL SEE A LOWER COST THAN WTAM'S $.000073 *per* FAMILY

Compare WTAM on two counts: First, divide the 15 minute daytime rate of each Cleveland Station by the number of families each claims in its Primary Area. But don't stop there. Make the second count. Take any Survey . . . and check the *actual* number of *listeners* each Station has . . . all day . . . all night . . . all week. WTAM leads. More listeners . . . more regular listeners. The "lowest-cost-per-ear" Station in Cleveland.

That's why WTAM is the first choice of smart network, spot and local time buyers . . . coast to coast.

WTAM
CLEVELAND·OHIO

50,000 WATTS
NBC RED NETWORK
OWNED AND OPERATED BY NBC

REPRESENTED NATIONALLY BY SPOT SALES OFFICES

IN THE FRONT ROW ON FOREIG

...United Press Correspondents

Wherever and whenever news breaks abroad, United Press reporters are there to cover it.

They follow troops into the field, go with fleets into battle. They file dispatches from cities ablaze from bombs and shellfire. They talk with the man under arms, the man in the street, the man in power. They report at first hand, as the pictures on these pages show, the happenings and the viewpoints of nations of first news interest.

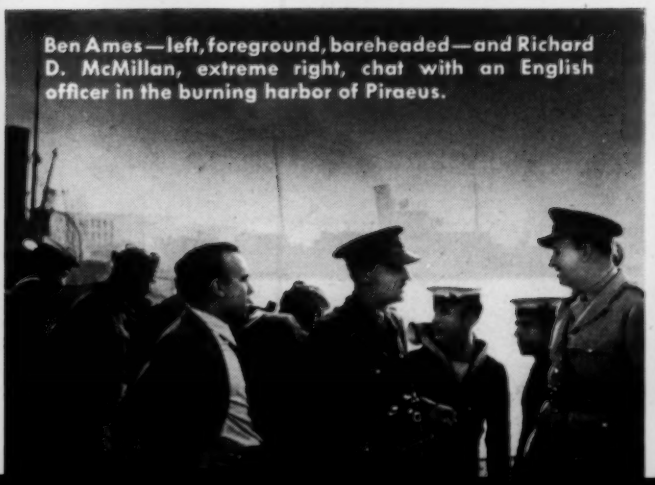
This close-up reporting of world-wide events by United Press is a noteworthy factor in its achievement of "the world's best coverage of the world's biggest news."

UNITED PRESS

F. G. Handy gains an exclusive interview with Venezuela's President Medina.

In the emergency news room beneath United Press headquarters in London, Harry Flory, right, receives reports of a bombing raid.

Panama's new President De la Guardia discusses his policies and plans with Charles B. Engelke, right.



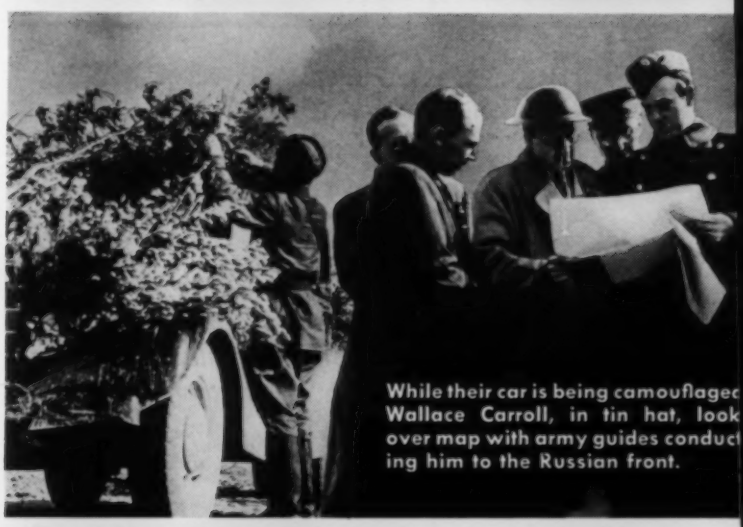
Ben Ames—left, foreground, bareheaded—and Richard D. McMillan, extreme right, chat with an English officer in the burning harbor of Piraeus.

Jan Yindrich, of Tobruk, brea officer of the

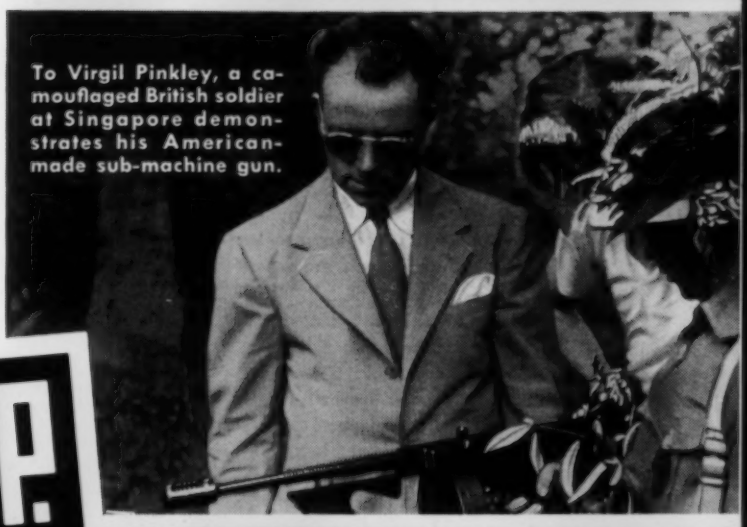
NEWS FRONTS

S. Moore, extreme right on conning tower, British officers bringing a surrendered German submarine into port.

Henry T. Gorrell, left, in the turret of a British tank near the front lines in Iran.



While their car is being camouflaged Wallace Carroll, in tin hat, looks over map with army guides conducting him to the Russian front.



To Virgil Pinkley, a camouflaged British soldier at Singapore demonstrates his American-made sub-machine gun.

U.P.

ide besieged
sert with an

At the temporary American embassy at Kuibyshev, Henry Shapiro, left, discusses war moves with Ambassador Steinhardt.

Frederick Oechsner visits the German war front as army experts examine a captured enemy tank.

BROADCASTING
and
Broadcast Advertising

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor

Published Weekly by
BROADCASTING
PUBLICATIONS, Inc.

Executive, Editorial
And Advertising Offices
National Press Bldg. ● Washington, D. C.
Telephone—MEtropolitan 1022

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HOLLYWOOD OFFICE: 1509 N. Vine Street, Telephone GLadstone 7353 ● DAVID H. GLICKMAN
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'Killed in Action'

RADIO'S Honor Roll for World War II has its first known tragic inscription.

"Ensign Thomas A. McClelland, 37, USNR, killed in action, Pearl Harbor, Hawaii, Dec. 7."

Tom McClelland was chief engineer of KLZ, Denver. Several months ago he was called to active duty. His orders carried him to Hawaii. He fell one of the victims to the infamous Jap attack. Next of kin, his wife and two daughters, have been notified.

The circumstances under which Tom McClelland met his death are not yet known. There may have been others in radio who were victims of the same treacherous assault. Tom McClelland gave his life for his country. He is radio's first known war hero.

Tom's supreme sacrifice brings home to all in radio the horror of war. His colleagues and all others in the craft extend to his family deepest sympathies and the solace that he died honorably and heroically for his country.

Radio 'Thumbs Up'

A FORTNIGHT of war has had a sobering influence on radio. All elements—the public, the advertiser, the agency and the broadcaster—have learned that things haven't and won't go to pot overnight.

It's too early even now to do any long-range predicting. West Coast radio temporarily has been hit by enforced nocturnal silence. But by the same token, daytime hours have never been more valuable, and listening has eclipsed all previous records. American ingenuity, which invented radio, will find means of licking the radio blackout just as the British, with a far less complicated broadcast structure, have succeeded in maintaining operations even during air raids.

The business outlook is uncertain, perhaps, in the retail end. National business, both network and spot, is likely to continue its upward trend because brand names must be perpetuated for the post-war economy. And even in the retail field, as long as goods can be procured, people will buy. There's more money in circulation now than ever before.

In retrospect, the last two weeks have been among the greatest in radio's eventful history. If ever a doubt existed about radio's necessity, it was dispelled forever by the events since Pearl Harbor.

By the same token, lessons were learned. It isn't necessary to break into the middle of a high C to "scoop" the competitive station on a news bulletin. And it's bad radio for an announcer to dash through a news period all choked up with emotion. Regular news periods and straight-away reading are adequate, desirable and in the radio tradition.

Another development, which can be attributed to promotional enterprise and zeal rather than other considerations, has been the publicizing by stations of their selection as "key" outlets in connection with Army Interceptor Command operations in their areas. Some complaints have been heard that stations have taken "competitive advantages" by circulating their "key station" selection.

The facts are that stations in every instance were not selected as "keys" because they had the best facilities in the area, but that such factors as availability of power supply and auxiliary equipment were prime considerations.

We're all in this war to win. We feel confident there will be no backbiting and drag-out competitive conflicts.

Let's keep it "thumbs up" for the duration!

War Censorship

CENSORSHIP always has been anathema to the American press. Radio has inherited this principle and has defended freedom of expression in print and on the air as zealously as its contemporary medium.

War has made censorship necessary. The President proposes a combination of "mandatory and voluntary action". Basically, it will be censorship "at the source" insofar as military information is concerned. That suprises no one; it has been evident since the Japs plunged the Pearl Harbor stiletto on Dec. 7.

Precisely what restraints will be placed upon radio remain to be seen. There are many ways in which radio inadvertently might be used by an unscrupulous adversary. Such simple devices as "request" musical selections, birthday greetings on musical clocks, and ad lib man-on-the-street interviews come to mind as possible vehicles for transmission of intelligence.

No one properly can take issue with this censorship decree. We are faced by a ruthless enemy. He has used the fifth column with greater effect than his mechanized battalions. Radio can perform its function of keeping the public advised, and of maintaining morale without certain types of programming that might be used by wily espionage agents.

Selection by the President of Byron Price as director of censorship is a wise choice. One of the nation's top-flight editors, "Px", as he is known to AP men throughout the world, knows news from every angle. He was White House, State Department and Capitol correspondent for the AP before he became Washington Bureau news editor in 1922. He served abroad in the Army in 1917-19. He served as Washington Bureau chief of the AP from 1927 to 1937, and became executive news editor of the entire AP report in 1937.

Mr. Price will have an inter-departmental advisory committee. Lowell Mellett, assistant to the President, and executive director of Office of Government Reports will be one of its members. He has shown an awareness and an appreciation of radio during his Government tenure that is certain to be reflected in the new agency's work. Moreover, Presidential Secretary Steve Early himself, a former colleague of Mr. Price on the AP, is perhaps as familiar as any official with the workings of radio and in an advisory way and can be expected to contribute in wholesome fashion during the formative stages of the war censorship organization.

In establishing his new organization, Mr. Price will have a separate branch devoted to broadcasting. It is hoped he will select men familiar with the peculiar requirements of radio, most intimate of the news media, in staffing his radio branch. Events of the last fortnight have demonstrated that the public is most sensitive about its radio and that undue interference can undermine morale with startling speed.

Dr. Frank Conrad

FOR more than a half century Dr. Frank Conrad served Westinghouse, and the nation as well, in his countless experiments with radio and other electrical equipment.

Now Dr. Conrad, who died Dec. 10, is receiving the tributes of an entire world whose course he was so instrumental in shaping through pioneering exploits in the field of radio. Impressive praise was paid to his memory during a memorial broadcast by his own KDKA, which he built in 1920 from a bread board into a great medium for the transmittal of thought and entertainment.

Among those who honored the Father of Broadcasting were Dr. Samuel Harden Church, president of Carnegie Institute, and David Sarnoff, RCA president. Thus from the station of his creation came recognition of a list of achievements few men have equaled.

As long as there are men who enjoy the convenience and luxury of electrical devices will there be symbols of tribute to a scientist who started in a great industrial plant as a bench hand and rose to world-wide fame.

The Father of Broadcasting has passed on. But the fruits of his labors are here, there, everywhere in every broadcast station in the land and in the world. Tragically, he was not permitted to watch broadcasting take its place as one of the main weapons by which forces of tyranny will be overcome by a free people blessed with a free radio.

We Pay Our Respects To —

BYRON PRICE

BYRON PRICE is a newspaperman by instinct, as well as by experience, background and education. Consequently he inherently dislikes censorship and has fought it since his cub days back in the Wilson Administration. And that's why he is just about the ideal selection for the highly important war post of Director of Censorship, to which he was named last week by President Roosevelt.

"Px", as he is known to newspapermen the world over, takes a leave of absence—presumably for the duration—as executive editor of the Associated Press to head up the new Censorship Bureau. It will be his big blue pencil that chops out of Government releases information that might be of aid to the enemy. This will be done at the source, so that all information having a military aspect reaching the public via radio, the press, and by other means, in the first instance will be cleared for policy.

Because "Px" (which is the telegraphic code contraction for "price") is so highly regarded in the journalistic field as a "natural" editor, and because his judgment is sound, his appointment to one of the toughest jobs in a wartime economy is welcomed. His relationship with radio has been remote. But he recognizes it as a legitimate news medium. Radio need have no qualms about treatment at his hands.

Byron Price is no stranger to Washington or to Washington officialdom. Though he has been in New York since 1937 as the AP's top news man, for the preceding 10 years he had been chief of the Washington Bureau, and prior to that had covered practically every "beat" in town. He knows news from World War I, too, for he served in the AEF overseas, and was under fire in the Argonne offensive. One of his closest colleagues during the earlier AP days was Steve Early, secretary to the President, who covered the State, War and Navy departments while Mr. Roosevelt was Assistant Secretary of the Navy, and who likewise served overseas with his fellow AP correspondent.

Byron Price broke into the newspaper business soon after he learned to write. Born on a farm near Topeka, Ind., 50 years ago last March 15, he began publishing (for family consumption) a tabloid newspaper, about 6x6 inches with the stories written in pencil on colored wrapping paper. The enterprise, he recalls, stirred up a family battle over freedom of the press, in which he lost. And that was his first experience with censorship "at the source".

Indiana has reared many a famous journalist, and Byron Price is no exception. He learned to work hard as soon as he was old enough to learn anything, and he has never stopped. He did chores before and after attending the country schools. He was graduated in 1908 from Topeka High School, where he edited the school monthly.

Probably no one who attended Wabash College, at Crawfordsville, Ind., worked harder to get a college education—before or since—than Byron Price. He delivered Indianapolis and Crawfordsville newspapers to a big route of subscribers before daylight; wrote stories for the same papers; acted as secretary to the college president; was janitor of a college building; worked at the counter and cooked short orders in the Ben Hur Daily Lunch—that in addition to classes and home-work.

Avocations were editorship of *The Bachelor*, a twice-a-week college publication, winning of several cash prizes for debating and oratory, including the state oratorical contest in 1910. On top of all this, he earned membership in Phi Beta Kappa, honorary scholarship fraternity, and was graduated from Wabash in 1912 with a B. A. degree.

His first "big-time" newspaper stint was a sports story which he handled while in Wabash. He covered the Big Ten track meet at Lafayette for United Press and learned how to send a flash. Not many men in journalism have dispatched as many flashes as Px.

During the summer after graduation, Price got a temporary job on the Chicago staff of the United Press at $16 a week—and that job settled his future, if there ever had been any doubt about it. Later that year, he established the UP bureau at Omaha.

His second professional job came Dec. 16, 1912, when he joined the AP in Atlanta, at $25 per week. He wrote and dictated "pony" reports to outlying newspapers, filed wires, worked on the Leo Frank murder and handled run-of-the-mine assignments. The following year he was acting correspondent at New Orleans, and in May, 1914, was transferred to Washington to file a South Atlantic circuit. A year later he was assigned to the Washington bureau's night copy desk.

After the outbreak of World War I, Price resigned Aug. 25, 1917, to join the Army. He went overseas as a first lieutenant of infantry and returned in April, 1919, as a captain. He served at the front and was under fire every day during the Argonne offensive from Sept. 26 to Nov. 11, 1918, in the 52d Pioneer Infantry, a regiment cited for conspicuous service.

Price returned to the AP May 12, 1919, after refusing an offer to work elsewhere at twice his AP salary. He was assigned successively to the League of Nations debate in the Senate, which he covered for upwards of two years; as chief of the Senate staff; as White House correspondent. He accompanied President Wilson on the Western speaking trip which ended in his illness, and was with President Harding from the time of his nomination in 1920 until late in 1921. Then he was State Department correspondent; head of the special staff which covered the Washington Arms conference in 1921 and 1922; and a member of the staff which covered the London Arms Conference in 1930. He helped cover 11 national political conventions and was in charge of the AP's convention staffs in 1928, 1932, and 1936.

In 1922 Price became news editor of the Washington bureau, under the late L. C. Probert, chief of the bureau. In 1927, upon Mr. Probert's resignation to become a vice-president of the C. & O. Railroad, Mr. Price became Washington bureau chief. While serving in that capacity, with the largest staff of reporters in Washington under him, he found time to write three columns a week and numerous interpretive stories.

Those who have worked under him say they've never seen him ruffled even in the most exciting moments of news handling. And they've never seen him display any outbreak of temper or prima-donnaism.

Mrs. Price is the former Priscilla Alden, of Washington. They were married in 1920. Mr. Price is a member of the American Legion, Phi Beta Kappa, Phi Delta Theta, Tau Kappa Alpha, and Pi Delta Epsilon. He is a member of the National Press Club, Overseas Writers and Gridiron Club, having served as president of the latter in 1938.

Personal NOTES

JAMES R. CURTIS, president of KFRO, Longview, Tex., has taken examinations for a radiotelephone first class license to enable him to operate the station should occasion arise. Curtis also holds a license to practice before the FCC.

C. MERWIN DOBYNS, president and general manager of KGER, Long Beach, Cal., continuing his annual practice of Christmas bonuses for station employes, has distributed more than $2,000, half in cash and balance in Defense Bonds.

ALBERT A. GROBE, former manager of the New York Broadcasting System of which WINS was key station, and radio director of Mayor LaGuardia's recent campaign for re-election, has joined WQXR, New York, as night manager and newscaster. Mr. Grobe will handle station operations during evening hours.

PAUL M. KANE, former salesman of WPEN and WIP, Philadelphia, who was drafted last summer, was promoted to corporal at the Edgewood, Md., chemical warfare station.

ED HEATON, formerly manager of KTSW, Emporia, Kan., and Larry Showgrin, former agency man, have jointed the sales staff of KCKN, Kansas City.

THOMAS F. SCHULZ has been transferred from the Chicago Transradio bureau to St. Louis as manager of the St. Louis branch to replace O. C. Duckett, resigned.

JOHN McCLOY, general manager of WKAT, Miami Beach, is the father of a girl born Dec. 4.

BOB ROBERTS, secretary of the Cedar Rapids Jr. Chamber of Commerce, will soon join the WMT sales staff to take over the accounts formerly handled by John Palmer who was recently called to duty at Fort Knox, Ky.

RUTH WOOD, assistant director of the Consumer Foundation, WLW, Cincinnati, has resigned to become a dietician in the Army hospital, Fort Custer, Mich.

HARMON W. BURNS Jr., formerly assistant superintendent of the House Radio Gallery, has been commissioned an ensign in the Navy and is now on duty.

WCCO Names Sheehan As Assistant Manager

AL SHEEHAN, operations director of WCCO, Minneapolis, since August, has been named assistant general manager of the station in charge of all program and production operations, it was announced last Monday by Earl H. Gammons, WCCO general manager. Before returning to broadcasting proper, Mr. Sheehan had been manager of the WCCO Artists Bureau since 1933. The bureau became an independent office in August, 1941.

Mr. Sheehan joined WCCO in 1928 as announcer, going with the Artists Bureau in 1932. In his new position he will supervise everything that goes on the air locally, all clearance for network shows in conjunction with the traffic department, all music clearance, transcriptions, copy, announcers' assignments, sustaining talent and production personnel and general assignments. Mrs. Hayle C. Cavanor, formerly program and production manager, will assume new duties as director of special events, under direction of Mr. Sheehan's office.

BEHIND the MIKE

ED MASON, director of farm programs of WLW, Cincinnati, has been engaged by the Associated Sales Agency, Detroit, to be the "voice" in a farm film, *American Farmer & His Work*, featuring the Massey-Harris farm implements.

RUTH BJORK, traffic manager of KOIN, Portland, recently was married to Everett McKenzie, stationed with the Army Air Corps at Mather Field, Cal.

JACK KERRIGAN, production manager of WHO, Des Moines, on Dec. 10 became the father of a girl, Elizabeth Anne.

JACK MITCHELL, former program director and production manager of the Texas State Network, has joined the continuity staff of NBC Chicago, replacing Roger T. Price who is on leave of absence to write *Club Matinee*, NBC-Blue variety show originating from Chicago.

JAMES BEACH and HAMILTON O'HARA, both formerly CBS pageboys, have been appointed script writer in the CBS shortwave department and member of the sound effects staff, respectively.

WARD CAILLE, former freelance writer, has joined the continuity staff of WBBM, Chicago.

VICTOR LINFOOT is a new addition to the announcing staff at CKLW, Windsor, Ont.

JOHN MEDBURY, Hollywood writer on NBC *Capt. Flagg & Sergeant Quirt*, sponsored by Mennen Co. (men's cosmetics), has withdrawn. Internal discord, reported as resulting from salary cuts is claimed.

Dayton Babies

MR. STORK has been the principal attraction recently at WHIO, Dayton, O. Thomas D. Stewart, salesman, became the father of an eight-pound boy Nov. 25. Three days later George Huffman, also a salesman, was blessed with an eight-pound boy. Program Director Lester Spencer was next with still another boy, tipping the beams at seven pounds.

JIM FOWLER has joined the announcing staff of KCKN, Kansas City.

BOB HILLE, staff announcer of KXOK, St. Louis, now on duty with the U. S. Army, is stationed at the Philadelphia recruiting office where his commanding officer is Bruce Barrington, KXOK news editor, who is now executive officer at that station.

FLOYD RYEL, recently of Buffalo and Akron stations, has joined the announcing staff of WERC, Erie, Pa.

ROSS MOHNEY, announcer of WLVA, Lynchburg, Va., has received orders to report Dec. 22 for active duty in the intelligence section, U. S. Navy, Washington.

RUSSELL A. GOHRING, program director of WSPD, Toledo, has been named Ohio State chairman of news department and program directors by Nathan Lord, district representative of the NAB committee on national defense.

PAT O'REILLY, CBS Hollywood news writer, has been transferred to the network's San Francisco newsroom.

TOM BRADEN of the publicity department of WOR, New York, on Dec. 19 resigned to take a short vacation prior to sailing for England Jan. 20 to join a special volunteer Army group.

ED McGRATH, sportscaster and special events announcer of WSPA, Spartanburg, S. C., is the father of a baby girl, born recently. Mrs. McGrath was formerly continuity editor and receptionist of WCOS, Columbia, S. C.

ART FORD, who conducts an all-night recorded show on WBNX, New York, has been signed to do a Monday through Saturday morning recorded show *Art Ford's Morning Music* on WBYN, New York, 7:45-9:30 a. m.

PAT PATRICOF, formerly of the publicity staff of Robert Donald Inc., New York, has joined the eastern office of the WGN Concert Bureau, New York, as publicity director.

FRED HENRY, KMPC, Beverly Hills, Cal. associate news editor, and a naval reserve officer, has been called to active duty.

CHARLES MALMSTEDT, Finnish-born American formerly on the CBS engineering staff and later editor of the *Engineering Assn. Magazine*, has joined NBC's international division to handle Finnish language programs shortwaved abroad on NBC's international stations WRCA and WNBI.

HELENE HIMBURG, formerly of NBC Hollywood, has joined the publicity staff of KHJ, that city.

JERRY SCHWARTZ, CBS Hollywood writer, now on leave-of-absence to Paramount Pictures, and Stanley Rubin, film writer, are co-authors of the fantasy, "Who Wants To Be Born These Days?" to be presented on Columbia Workship broadcast Dec. 28. Charles Vanda will produce. Schwartz recently sold his radio drama, "We Are Twenty-Five," to MGM.

FRED DAIGER, announcer, formerly of KYA, San Francisco, and previous to that with stations in Florida, on Dec. 14 joined the announcing staff of KGEI, GE shortwave station in San Francisco.

SUSAN LITTLE, domestic science editor of the *Post-Enquirer*, Oakland, has assumed the additional duties of home service director of KROW, Oakland. She succeeds Elma Latta Hackett, resigned.

MOULTON KELSEY, formerly of KXOK, St. Louis, has joined KWK as special announcer handling Reuter's news, to which the station recently subscribed. On Dec. 15, Mr. Kelsey married Sylvia Scrivner, of St. Louis, who has been a commentator in her own right on several St. Louis stations.

SHERMAN FELLER, formerly of WLLH, Lowell, Mass., has joined the announcing staff of WMUR, Manchester, N. H.

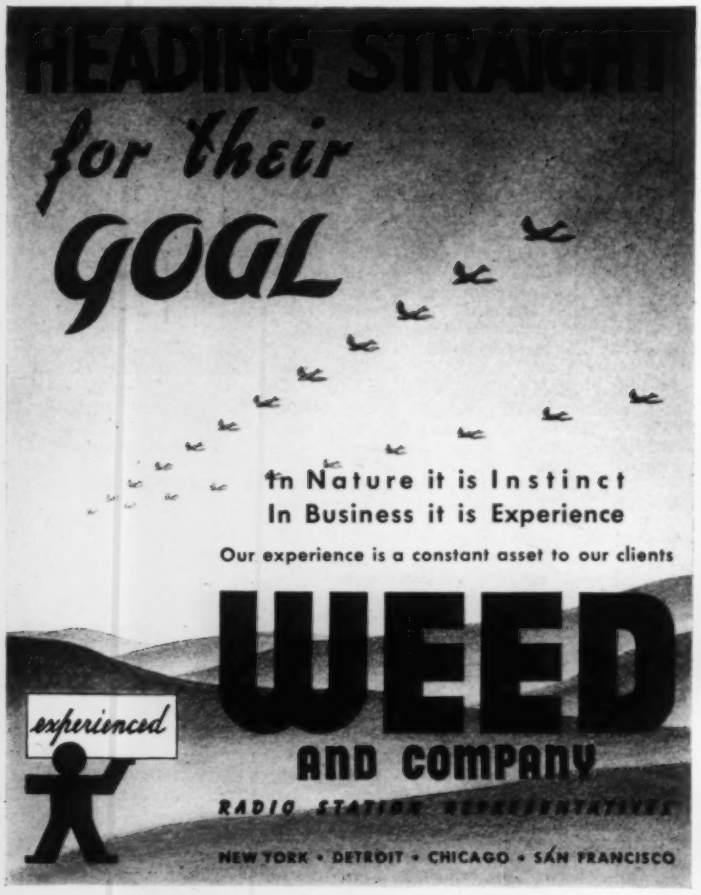
ROBERT MILLER, announcer of WMAN, Mansfield, O., has resigned to join the Navy.

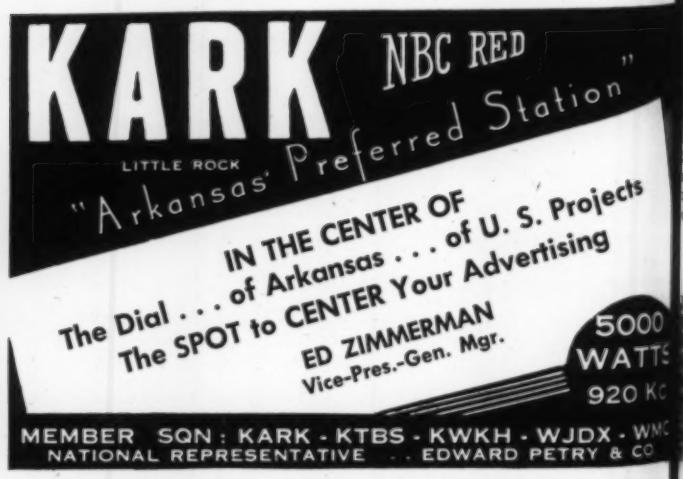
FRED SCOTT, formerly of WAVE, Louisville, has joined the announcing staff of WJJD, Chicago.

DAN RYAN, former Chicago agency producer, who handled the *Uncle Ezra* program on NBC-Red for Wm. Esty & Co., New York, also several shows for H. W. Kastor & Sons, Chicago, has rejoined the production staff of CBS-WBBM, Chicago.

JANE ABBEY, vocalist and m.c., has joined the announcing staff of WCBS, Springfield, Ill.

ROBERT DILLER, production manager of WIND, Gary, Ind., has been appointed station's director of defense activities and will coordinate activities of various defense groups in the Calumet industrial district in order to broadcast factual information on station's *Bulletins for Defense* programs.




KARK
NBC RED
LITTLE ROCK
"Arkansas' Preferred Station"
IN THE CENTER OF
The Dial . . . of Arkansas . . . of U. S. Projects
The SPOT to CENTER Your Advertising
ED ZIMMERMAN
Vice-Pres.-Gen. Mgr.
5000 WATTS
920 KC
MEMBER SQN: KARK - KTBS - KWKH - WJDX - WMC
NATIONAL REPRESENTATIVE . . EDWARD PETRY & CO.

Meet the LADIES

NANCY HUDSON

ADD beautiful brunette looks to a degree from Duke U with honors in English, member of Phi Beta Kappa, president of Chi Delta Phi, honorary literary society, associate editor of *The Archives*, college magazine and you have Nancy Hudson, director of local news and public relations for WBIG, Greensboro, N. C. Receiving her degree from Duke U, Nancy did graduate work in radio writing at Columbia U under Eric Barnow plus a course in short story writing. This was followed by a year as local column editor for *Radio Guide*. Coming home to Greensboro Nancy wrote a series of 26 historical scripts, *It's Great to be a Tarheel*, radio history of North Carolina. And as her boss proudly points out she has won a fine reputation in WBIG's area as reporter and interviewer.

Paid Broadcast Periods Extended by Dominion

THE CANADIAN Government has added three more paid network broadcasts and two more spot announcement campaigns to its list of wartime broadcasts. On Dec. 17-18 the Wartime Prices & Trade Board gave quarter-hour network talks in French and English over a total of 61 Canadian stations. On Dec. 18 the Steel Controller of Canada gave a quarter-hour talk for the National Salvage Campaign on 49 Canadian stations.

The National Salvage Campaign Committee has also placed three weekly spot announcements for 24 weeks on practically every station. The Finance Department at Ottawa has placed a special Christmas War Savings Certificate campaign consisting of twice-daily spot announcements on nearly every Canadian station.

Johns-Mansville News

JOHNS-MANSVILLE Corp., New York, on Dec. 29 starts *Elmer Davis and the News* on CBS, Monday through Friday, 8:55-9 p.m., taking over the program from Colgate-Palmolive-Peet Co., Jersey City, whose contract expires Dec. 26. J. Walter Thompson Co., New York, is agency.

EMPLOYES OF CBS GIVEN PAY BOOSTS

EFFECTIVE Jan. 4, 1942, CBS will grant salary increases ranging from $104 to $221 annually to employes earning up to $75 a week, it was announced Dec. 15 by William S. Paley, CBS president. The blanket salary increase is designed to help meet the rising cost of living for employes in the moderate earning level, it was explained. Exceptions to the general raise are made for CBS personnel whose salaries have been adjusted since Oct. 1 and those paid on a union wage scale.

Under the approved formula, all covered salary up to and including $30 weekly is to be increased 10%; between $30 and $40, 7½%; between $40 and $50, 5%, i.e., a person with a present salary of $75 weekly, who is not in one of the two excluded categories, will receive an increase of $3 on the first $30 of salary, 75 cents on the next $10 and 50 cents on the next $10, a total weekly increase of $4.25 and an annual increase of $221. The increases affect 980 employes, out of a total of more than 2,000.

Explaining why the network is retaining existing arrangements for unionized employes, Mr. Paley commented: "Because of past, current and future operation of automatic pay increases, or mechanisms of adjustment or re-negotiation in our various arrangements with unions, it has seemed wise and fair to allow our relations with unionized employes to remain within the existing framework of such relations."

Gift of 10,000 Shares Of CBS Stock by Paley

WILLIAM S. PALEY, president of CBS, on Oct. 31 made a gift to an unnamed recipient of 10,000 shares of CBS Class B common stock, it was reported last Tuesday by the Securities & Exchange Commission in a supplement to its monthly summary of transactions by company officials.

According to the SEC report, Mr. Paley's CBS holdings of Class B common stock were reduced to 244,356 shares. In addition he held directly 530 shares and indirectly, through a holding company, 87,980 shares of Class A common stock of CBS.

Power of Radio

SOME ADVERTISERS have satisfied themselves as to the pulling values of their programs by checking pantries and drug cabinets of people who had been listening in over a stated period, Winston McQuillin, radio director of Cockfield Brown & Co., Toronto, told a recent meeting of the Toronto Sales Research Club. There are over 1,750,000 radio homes in the Dominion, he stated, and on at least one occasion fully half of them were tuned in to one broadcast, surveys had shown. Surveys show that people who hear about a product through broadcast programs invariably buy more than families who had not heard of the product by radio, he said.

Chet Thomas Assigned KXOK Program Post

APPOINTMENT of C. L. (Chet) Thomas, general manager of KFRU, Columbia, Mo., to additional duties as program director of KXOK, St. Louis, was announced last week by John C. Roberts KXOK, general manager. Mr. Thomas will divide his time between the two stations, both of which are owned and operated by the *St. Louis Star-Times* as NBC-Blue outlets.

Mr. Thomas

Mr. Thomas has been with the *Star-Times* organization for the last five years, as general manager of KFRU. For six years he had served as traffic manager and station activities director of WLW-WSAI, Cincinnati; two years at WINS, New York City, as assistant manager, and one year at KSD, St. Louis, as assistant sales manager.

Holbrook's Post

ART HOLBROOK, news commentator of WIBW, Topeka, will be named coordinator of radio communications in Kansas by the State Council of Defense, according to an announcement by Gov. Payne H. Ratner. Mr. Holbrook's appointment has been recommended by Gov. Ratner and is expected to be made official at the next meeting of the council.

ANY NEWS FROM WASHINGTON??

YOUR Washington Studios for Direct Wire Pick-Ups or Transcriptions Offers:

Commentators - News Analysts
•
Discussions
•
Forums
•
Talks
•
Interviews

COMPLETE ENGINEERING FACILITIES - ANNOUNCERS - TALENT

Phone, Wire or Write
Robert J. Coar
BROADCAST SERVICE STUDIOS
113-15 Denrike Bldg.
Washington, D. C.
REpublic 6160

WPEN
Says
HAPPY NEW YEAR
365 Times a Year
Give your clients a real worthwhile gift, one they are certain to appreciate. Give them extra sales in Philadelphia through "The Station That Sells"
WPEN
500 WATTS — 950 ON THE DIAL

After 7 years, Sears reports: "In every test KRNT has always pulled"

When the candid-camera caught this shot of Eli Shapiro, general manager of Sears, Roebuck & Company's store in Des Moines, he had just made the following report about Sears' experience on the air:

"In seven years of daily advertising on our news program over KRNT, we have made numerous tests to determine the sales-power of our radio messages,

"Usually the tests have been on items not otherwise advertised. And always, whether on large or small items, KRNT has produced excellent results. Naturally we keep on."

To Mr. Shapiro's report, we see no need to add anything.

KSO NBC BLUE AND MUTUAL 5000 WATTS
KRNT BASIC COLUMBIA 5000 WATTS
The Cowles Stations in DES MOINES

Affiliated with the Des Moines Register & Tribune
Represented by The Katz Agency

Agencies

DON BELDING, manager of the Los Angeles office of Lord & Thomas, has been elected executive vice-president and director. William J. Pringle, with the agency 14 years, has been named a vice-president.

ALEXANDER GADDESS has resigned as public relations manager of the Pennsylvania Chain Store Council to join Ivey & Ellington, Philadelphia agency.

RAY MOUNT ROGERS, formerly with Gerth-Knollin Adv., Los Angeles, on Dec. 8 joined the San Francisco office of Lord & Thomas.

SIDNEY H. WEILER, formerly owner of the Philadelphia agency bearing his name, has retired from the advertising field to become acting Associate Pennsylvania State Administrator for the sale of defense bonds and stamps.

ROBERT F. ELRICK, formerly director of research of Blackett-Sample-Hummert, has been named director of research for Ruthrauff & Ryan, Chicago.

CHESTER DUDLEY, account executive of Benton & Bowles, New York, recently married Elizabeth Ann Kendall of Dobbs Ferry, N. Y.

OSCAR LIEFFERS, BBDO, Hollywood, account executive, has enlisted in the Navy.

FRANK WALSH, 16 years with Foreign Advertising & Service Bureau, Inc., New York, has joined Nelson Chesman Co., Chattanooga, as copy chief. John E. Fontaine has been elected executive vice-president.

IRVING SLOAN, assistant to Jack Laemmar, timebuyer of Lord & Thomas, Chicago, has been commissioned an Ensign in the Ninth Naval Reserve District and reports Dec. 22. He will be assigned to the public relations office.

Perrine Shifted

CHARLES PERRINE, Hollywood manager of Ruthrauff & Ryan, has been transferred to the copy and plan department of the agency's Chicago office, taking over his new duties in January. John H. Weiser, who recently joined the agency as account executive, takes his place.

'March' Drops Repeat

BECAUSE of the war emergency on the Pacific Coast, including test blackouts, air-raid alarms, and shutting down of radio stations, *The March of Time*, sponsored on NBC-Blue Thursdays, 8-8:30 p.m., has discontinued its repeat broadcast to the West Coast at 11-11:30 p.m. Since Dec. 11 West Coast listeners have been hearing the original program at 5 p.m. Agency is Young & Rubicam, New York.

"She's one of a figure of 818,340 in WFDF Flint Michigan's half millivolt contour."

AFTER 12 MONTHS of participation in *Rise 'n' Shine* on KHJ, Hollywood, Feltman & Curme Shoe Stores Co., Chicago, re-signed for another 52 weeks effective Dec. 8. Talking it over are: (l to r), J. Warren Banks Jr., manager of the Los Angeles store; Charles H. Feltman, Chicago sales manager and treasurer of that firm; Stu Wilson, conductor of the daily early morning program; Bruce Eells, station account executive, and Paul Winans, president of Advertising Arts Agency, Los Angeles, servicing the account in Southern California.

CAB-Agencies Session

JOINT MEETING was held at Toronto in December by committees of the Canadian Assn. of Broadcasters and the Canadian Assn. of Advertising Agencies on such matters as franchise requirements, simplification and standardization of rate structures, use of standard contract forms, commission arrangements and payment of invoices. A full report of the committee meetings is to be given CAB members at the annual meeting in Montreal Feb. 1-3. On the committee representing the CAB are Harry Sedgwick, CFRB, Toronto, and CAB board chairman; Glen Bannerman, CAB president and general manager; Henry Gooderham, CKCL, Toronto; CAB counsel Jos. Sedgwick and CAB secretary-treasurer Arthur Evans. Representing the CAAA are E. W. Reynolds of E. W. Reynolds Ltd., president CAAA; J. W. Thain, of A. McKim Ltd., and CAAA vice-president; Adrian Head of J. Walter Thompson Co. and CAAA radio committee chairman; Morgan Eastman of McConnell, Eastman & Co.; T. L. Anderson, of Cockfield Brown & Co.; A. J. Denne of A. J. Denne & Co.; C. M. Pasmore of MacLaren Adv. Co.

Smith to Botsford

HASSEL W. SMITH, partner in Long Adv. Service, San Francisco and San Jose, Cal., has been appointed radio director of Botsford, Constantine & Gardner, according to David M. Botsford, president. Headquartering in Los Angeles, Mr. Smith will divide his time among West Coast offices of the agency.

WSAZ, Huntington, W. Va., has appointed Howard H. Wilson Co. its national sales representative.

KFRU COLUMBIA
In the heart of Missouri!
Strategically located to do a big selling job for the advertiser. A Blue Network station with an exceptional reputation for public service.
1400 KC. ★ 250 Watts

WRIGLEY DONATING HALF-HOUR TO NAVY

WM. WRIGLEY JR. Co., Chicago, in accordance with its plan to make national defense the underlying theme of its radio programs [BROADCASTING, Dec. 8], is planning to turn over the half-hour it purchased on CBS, Thursdays at 10:15-10:45 p.m., to the Navy or possibly some other branch of the service with the company offering production facilities. Plans have not been set although program is scheduled to start Jan. 1.

Dear Mom (Spearmint gum) heard on 65 CBS stations, Sundays at 6:55-7:15, was originally scheduled to shift to the Thursday period, but was discontinued Dec. 14. Gene Autry's *Melody Ranch* (Doublemint gum) on at 6:30-6:55 immediately preceding *Dear Mom* now occupies the entire 45 minutes from 6:30-7:15 p.m., and includes a 20-minute historical dramatic sketch each week of some phase of the U. S. armed services. Arthur Meyerhoff & Co., Chicago, is the agency on *Dear Mom* program; J. Walter Thompson Co., Chicago, on *Melody Ranch*.

BBDO Coast Additions

WITH TAKING over the Standard Oil Co. of California account on Jan. 1, BBDO has reorganized and enlarged its San Francisco staff, according to R. L. Hurst, manager. Fred Meyer, vice-president of Dan B. Miner Co., Los Angeles, joins BBDO as media director. C. R. Creamer, formerly of Raymond R. Morgan Co., Hollywood, and Milton Burnham, of Pacific Rural Press, have been appointed field representatives. Transferred from BBDO, Minneapolis office were C. H. Ferguson, account executive in charge of Standard Oil Co. of California advertising, and C. M. Oehler, head of research in the West. Tax Cummings has been made Standard Oil account copy chief having been transferred to West Coast from New York.

Radio for Film

RADIO and other media will be utilized in an advertising campaign being formulated by Donahue & Coe, New York, for the Arnold Productions film "Shanghai Gesture" to be released through United Artists.

Bannerman Foresees Institutional Copy, Sales Effort Offsetting Price Ceilings

SOME cancellations in broadcast advertising in the early part of 1942 due to price ceiling regulations which went into effect in Canada Dec. 1, more sales aggressiveness and ingenuity on the part of station operators, and more institutional broadcasting are seen by Glen Bannerman, president and general manager of the Canadian Assn. of Broadcasters as developments in the forthcoming year.

New Products to Appear

"There undoubtedly will be a decline in advertising revenue from manufacturers of heavy goods or durable goods," states Mr. Bannerman. "Some of this may be taken up through these manufacturers using institutional appeal to keep their name and trademarks before the public.

"I believe, and it is only a personal point of view, that there will be expanding opportunities for more broadcast revenue from food, drugs and ordinary household requirements. New products will come on the market to replace products curtailed by reason of lack of necessary raw materials.

"Undoubtedly, the price ceiling regulations will cause some hesitation and some cancellations in the first month or two of 1942.

"So far as I can see, if I were a station operator, I would redouble my efforts to increase local business and the service that the station could render to the local community.

"One thing is certain—sales managers and salesmen for the member stations are going to have to plan more thoroughly and work harder to secure the same results as they have enjoyed in 1941."

Game First!

QUEER, these Americans! The telephone room of WOR, New, York, which normally receives about 15 calls per minute, reported only five calls during President Roosevelt's brief war declaration on Monday. Two were wrong numbers. On the other hand, ten people called in to protest the station's interruption of the Dodgers-Giants professional football game Sunday afternoon with bulletins on the Japanese bombings.

Kraft's New Lineup

KRAFT CHEESE Co., Chicago (cheese), through J. Walter Thompson Co., Hollywood, has signed Victor Borge, Danish comedian pianist, to a five-year contract for weekly appearances on the NBC *Kraft Music Hall*. Bing Crosby continues to be featured along with Jerry Lester, comedian, Kraft Choral Society, Kraft Music Maids and John Scott Trotter's orchestra. Mary Martin, film actress and singer, joins the program Jan. 1 as a permanent feature, replacing Connie Boswell. Borge is a protege of Harry Maizlish, manager of KFWB, Hollywood.

Light Touch Urged In Daily Business

Danzig Advises Radio Editors To Retain Human Viewpoint

RADIO publicity in time of war and the need for preserving the light touch are discussed by Jerry Danzig, publicity director of WOR, New York, in a letter to radio editors, last week.

"Our reaction to the war at first was a fervid conviction that we would never again want to write about the discovery of the millionth egg sold at auction in New Jersey or what one of our favorite news commentators' little boy said to his daddy at the breakfast table," he wrote. "That was our first reaction.

Perspective Regained

"Since those first hectic hours a week ago, we have had an opportunity to do some thinking and to regain our perspective.

"Our first obligation is to bring you all the news of WOR and Mutual's broadcasting activities in relation to the war. This is an obligation, to write you not only bald statements of our actions and policies, but where possible to interpret them without idle conjecture or speculation. We pledge ourselves to do this.

"But somehow there still seems to be a need for millionth eggs if we are to keep our national balance and above all our sense of humor. Out of the millions of words of news that have come from England, outstanding have been the sometimes humorous, sometimes pathetic little feature stories of the average man. They're sidelights, of course. Human interest stories, some slight, some wistful, some healthy belly-laughs. But we think they're part of our everyday living, and so we want to keep sending you these stories, striving to retain our integrity in sending you feature material that is both honest and usable along with news of radio's war coverage."

Lorillard News

P. LORILLARD Co., New York (Beech-Nut cigarettes), currently sponsoring the weekly half-hour *Don't Be Personal* on 6 NBC-Pacific Red stations, Friday, 8:30-9 p.m. (PST), replaces that feature Jan. 2 with a dramatization of stories behind the news, utilizing the same stations and network time. Titled *King Size Weekly*, format will follow that of a weekly news magazine. John B. Hughes is news analyst and narrator on dramatized portions of the program. Leith Stevens' orchestra will supply atmospheric background. Sam Pierce, West Coast manager of Lennen & Mitchell, will produce as well as announce, and collaborate with Paul Franklin, script writer. Firm has sponsored *Don't Be Personal* on West Coast networks for the past 65 weeks.

RAYMOND GRAM SWING, MBS news analyst, due to the present crisis, will forego his regular vacation, scheduled for the three weeks following his Christmas eve broadcast, and remain on the job "for as long a time as the situation warrants". Plan has been for John Gunther to substitute on Swing's schedule Monday through Thursday broadcasts, 10-10:15 p.m.

Ann Tenna *says:*
Some gals' numbers are tough to remember, but little Ann's is a forget-me-not ...exactly 1000...
"Easy to remember - easy to dial"
(Easy listening WINS more sales!)

WINS

"WDAY MAKES EASY SLEDDING FOR SALESMEN IN THE RED RIVER VALLEY! LET US PROVE IT!"

WDAY FARGO, N. D. 5000 WATTS - NBC
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NAT'L REPRESENTATIVES

SOUND MOTION PICTURE, "Listen America", telling the story of radio, is now in the final stages of production at WHK-WCLE, Cleveland. United Broadcasting Co., for its two Cleveland stations and WHKC, Columbus, ordered the film from Motion Picture Productions Inc., Cleveland commercial film concern. Three prints of the 30-minute picture will be made available for use as a combined educational and entertainment feature to clubs, lodges and all types of business and fraternal groups in the service area of the three stations. Film director is Emmitt D. Boring, with script by Russell Murdock. Music by the WHK-WCLE staff orchestra with narration by members of the announcing staff.

Merchandising & Promotion

Told by Film—Iowa Corn—Drive for Records—Maps—Schedules—FM Fete

Corn Festival Display

ENTRIES of 241 exhibitors from 10 States and Canada were displayed in the lobby of Hotel Des Moines Dec. 13 at the completion of the WHO fifth annual Radio Corn Festival, the largest yet staged, conducted by Herb Plambeck, WHO farm news editor. Cash, hybrid seed, ribbons and trophy awards, valued in excess of $400 were distributed. Two half-hour broadcasts were presented from the hotel lobby—*Corn Belt Farm Hour* and *Better Farming*.

Record Campaign

RCA-VICTOR, record dealers and WPEN, Philadelphia, have joined in a promotional campaign for the RCA *Music You Want* program. A large billboard on one of the RCA buildings in Camden, overlooking the approach to Philadelphia on the Delaware River Bridge, publicizes the station and time of the program. Cooperative ads are being carried in local newspapers calling attention to the recorded classical music and WPEN is using its tie-up space in the dailies with catch ads calling attention to the *RCA News Capsule* that precedes the recorded portions of the program. In addition, RCA Victor, through its music dealers, distributes a weekly schedule of the recordings.

* * *

Cigarette Cards

HUNDREDS of cigaret packs are being mailed monthly to U. S. servicemen by a Springfield, Ill., confectionery as a result of a $5 trade card promotion on its five-minute *Smokes for Soldiers & Sailors* program on WCBS, Springfield. When the card has been punched out, sponsor sends two packs of cigarets to the soldier or sailor named by the customer.

* * *

WFBM Map

WFBM, Indianapolis, is offering listeners a large size colored map of the world to help follow developments as they listen to newscasts. Map, 27 x 18½, is finished in five colors with a complete alphabetical index on the reverse side. Also included are lists of WFBM's news broadcasts scheduled for the entire week and photos of news editor, Gilbert Forbes, and CBS newscasters.

* * *

El Paso Schedule

PUBLICATION of its schedule each week in the form of a mailing piece is a method of promotion for both KROD, El Paso, and its clients. List carries all commercials and sponsors in bold face caps, a listing of all broadcasts and times as well as short sales talk on the station. Entire piece is compiled by William Jolesch, promotion director.

SPECIAL exhibition of military equipment in connection with the Defense Stamp and Bond drive in Oklahoma City provides the locale for this picture. Inside the tank in the helmet and goggles is Harold Betts, recent addition to the staff of WKY, and on the outside are soldiers trying to evict Mr. Betts —says the blurb accompanying the picture.

W71NY FM Party

OVER A HUNDRED agency executives attended an "F.M. Party" given jointly by the sales staff of WOR and W71NY, New York, last Thursday at the Madison Ave. transmitter of W71NY. Program included a buffet lunch, a showing of "Listen—It's FM!", the GE-produced color talking film that explains the ABC's of frequency modulation. There was also a special 15-minute dramatic sketch, written especially for the occasion by Dick Pack of the WOR press department and featuring Arthur Elmer, mimc-actor. Joseph Creamer, WOR promotion and research director, arranged several exhibits.

* * *

Rustic Items

GOING OVER in the Midwest is the new rural humor publication, *Toby's Corntussel News*, of WMT, Cedar Rapids, Ia. Full of rustic chronicles, the four-page newsprint organ is produced as a promotion piece for the five-weekly humor show, *Toby & Susie*, with setting in a small-town newspaper office. The show is carried on four Midwest stations, under sponsorship of Peter Pan Bread.

BROCHURES

NBC-BLUE — 10-page folder titled "Lower Your Cost of Distribution in Florida Too!" giving rates and market-data figures.

When you buy WCAE you get...

TIME PLUS

A COMPLETE, PRACTICAL MERCHANDISING SERVICE

RETAIL STORE DISPLAY

Permanent stands in 130 retail outlets for use of WCAE advertisers. Exclusive display—minimum of 2 weeks.

PERSONAL CALLS ON DEALERS

Anything from a one-day survey to a full week of intensive merchandising among retailers and wholesalers.

STEADY NEWSPAPER PROMOTION

30 inch advertisement, or larger, daily and Sunday promoting WCAE programs and sponsors.

Out of these and many other special services available (22 in all) a full-fledged merchandising program can be arranged and executed.

The KATZ Agency · National Representatives

New York Chicago Detroit Atlanta Kansas City San Francisco Dallas

WCAE PITTSBURGH, PA.
5000 Watts · 1250 K. C.

MUTUAL BROADCASTING SYSTEM

WISN
MILWAUKEE
5,000 WATTS DAY & NIGHT
COLUMBIA
International Radio Sales — Representatives

NAB Outlines Procedure for Obtaining Deferment From Service for Technicians

WITH radio technicians at a premium, particularly as replacements for station engineers entering active military service, the NAB last week recommended procedure for dealing with selective service officials to secure deferments in necessary cases and indicated it was continuing its efforts to promote training courses for technicians in schools all over the country.

The following procedure was recommended by NAB to stations whose technicians are to be inducted through selective service—providing it is impossible to replace them immediately:

The initial request for temporary deferment must be made to the local selective service board. All facts relating to the station's difficulty or inability to replace the registrant with a qualified technician should be set forth in writing pointing out specifically the importance to national defense of keeping the station on the air.

Specific Data

The document should show the duties of the technician in question, the duties of other technicians employed, and, if it is a fact, the fact that the work of the technician cannot be performed by others already employed. All facts developed by investigation or otherwise as to the inability to replace the registrant should be set forth, and should deal with the immediate situation, not generalities.

If the local draft board refuses deferment, appeal then may be taken to the local board of appeals. If the board of appeals also refuses deferment, consideration of the case may be requested of the State selective service director, through the occupational advisor for the State. If deferment still is refused, and the situation remains serious, stations are asked to notify NAB headquarters in Washington, giving the full name and address of the technician, documented facts, procedure that has been followed to date and the complete history of the case.

NAB then will request Selective Service Headquarters in Washington to make an immediate investigation of the case. Selective Service Headquarters has asked that requests for such investigation clear through NAB in Washington.

Although it was pointed out by NAB that the exact number of trained radio technicians desired by the armed forces is a military secret, the Army still has urgent need for such expert personnel. Both the Army and Navy have requested NAB to promote the establishment of technical radio courses in schools and colleges throughout the country, and plans for expediting the institution of these courses were discussed by the NAB national defense committee last Wednesday and Thursday, with A. J. Fletcher, of WRAL, Raleigh, N. C., appointed to head a special subcommittee.

In a Dec. 15 letter to Arthur Stringer, secretary of the committee, Lieut. Col. Henry L. P. King, Officer in Charge of the Military Personnel Division of the Office of the Chief Signal Officer, declared:

"The NAB is urged to instigate and promote the institution of fundamental signal communication training courses at schools and colleges throughout the United States; that is, fundamental courses in the installation, operation, and maintenance of radio equipment. You are authorized to assure the educators who will be in charge of such courses that the need of the Army for such men is urgent.

BROADCAST ROOM
Set Up In War Department For News Pickups

MOVING to provide complete facilities for broadcast, such as those enjoyed by the press, the Radio Branch of the Bureau of Public Relations of the War Department last Thursday night inaugurated a "radio room" in the Munitions Bldg. in Washington. Now in temporary quarters in the Radio Branch's offices, it is planned to construct soundproof booths where networks and independent stations can originate first-hand news broadcasts.

Designed for standby service, the War Department plans to staff the radio room to operate at least until midnight and perhaps around the clock on a 24-hour basis. The three national networks first used the facilities Thursday night.

The Radio Branch also announced last Friday that stations desiring to send commentators to operation bases first must secure credentials for such personnel, through the War Department in Washington rather than locally.

M & M Drops Plans

M & M CANDY Co., Newark, which had been contemplating a network show early next year [BROADCASTING, Dec. 1], due to the war, has changed its plans and will not go on with its proposed radio expansion for the present. Lord & Thomas, New York, handles the account.

"AMERICA CALLING," composition written by Meredith Willson, Hollywood musical director of the NBC *Coffee Time* sponsored by General Foods Corp. (Maxwell House coffee), is being released through the educational division of Irving Berlin Inc., music publishers.

KMOX
50,000 WATTS
ST. LOUIS
CBS
Dominates Missouri's major market plus the cream of southern Illinois
Ask any Radio Sales office for more information about KMOX, one of the eighteen CBS 50,000 watt stations.

Another Branch for Branham!

MEMPHIS
SIDNEY NICHOLS, for the past ten years with The Memphis Commercial Appeal, in charge

There's a Branham-man within a few minutes to a few hours of every important advertising contact.

THE BRANHAM COMPANY
CHICAGO NEW YORK
Detroit - Dallas - Atlanta - Charlotte - St. Louis - Memphis
Kansas City - San Francisco - Los Angeles - Seattle

Columbia's Station for the SOUTHWEST
KFH
WICHITA
KANSAS
Call Any Edward Petry Office

The BIG NEWS IN BUFFALO

WKBW

goes to

50,000 WATTS

blanketing 11 states and 12 million people

New $350,000 Transmitter Plant

WKBW 1520 K. C.

BUFFALO'S 50,000 watt COLUMBIA NETWORK STATION

BUFFALO BROADCASTING CORPORATION

National Representatives FREE & PETERS, Inc.

Many Programs With Christmas Theme Are Slated for Holidays by Networks

DESPITE the war emergency the networks have again planned their annual contribution to listeners featuring Christmas music, choral programs, dramatizations of famous Yuletide stories, and coverage of holiday celebrations throughout the country.

Highlights of MBS' Yuletide coverage include the Christmas Eve message to the world by Pope Pius XII; President Roosevelt lighting the National Community Christmas Tree from the grounds of the White House; Midnight Mass from St. Patrick's Cathedral, New York; Dickens' "Christmas Carol" from Hollywood Dec. 23, and a special feature *Christmas in Railroad Stations*, with pickups from New York's Grand Central, Cincinnati's Union Terminal, and Connecticut's New Haven station the day before Christmas.

CBS Caravan

Throughout the week Mutual has scheduled programs of carols by noted choirs in different parts of America, and on Dec. 25 will broadcast Army shows from camps in cooperation with the War Dept. WOR, Mutual's New York affiliate, last week gave its 13th Annual Children's Christmas Party for children, nieces and nephews of WOR employes.

Columbia's 1941 "Christmas Caravan", third in the series, stresses choral music, including the annual broadcast of Handel's "Messiah" Dec. 21 by members of the Kansas City Philharmonic Orchestra, and the annual carol program Dec. 24 with Sir Thomas Beecham directing the Columbia Concert Orchestra in Christmas music. CBS will cover the tree lighting ceremonies from the White House, and for the second year will present the Christmas Eve presentation of Gregorian chants by monks of St. Meinrad Monastery in Indiana.

Norman Corwin's noted radio drama "The Plot to Overthrow Christmas", first presented in 1938, will again be heard on CBS Christmas Day, date on which CBS will make a special gesture toward hemispheric good will with *Christmas in the New World*, a program of Christmas stories and "villancicos" (South American carols), directed by Terig Tucci, music director of CBS' Latin American network. Broadcast will pick up celebrations in Buenos Aires, Rio de Janeiro and Montreal.

Yuletide music will be a feature of the CBS *Ford Sunday Evening Hour;* a three-part dramatization of "The Bird's Christmas Carol," will be presented during Christmas week on *Aunt Jenny's Stories*, and on Dec. 22 Parks Johnson and Wally Butterworth will take *Vox Pop* to the Boys Club of New York for a Christmas party origination. Dec. 30 CBS reviews the year's news on its annual program titled *Twelve Crowded Months*, with CBS foreign correspondents and domestic news staff participating, and a review of the year's hit tunes by Glenn Miller's orchestra.

Plans of NBC

The singing of Handel's "Messiah" on Dec. 17 and the broadcasting of festivities at Hull House, Chicago, on Dec. 28, open and close the schedule of Christmas programs on NBC-Red and Blue networks, with both carrying the White House ceremonies. In addition to programs of Christmas carols, NBC-Blue will broadcast a program from England by the British Red Cross Dec. 24; also a dramatic portrayal of Bethlehem, Pa., 200 years ago. Christmas Day British children in this country, Canada and South Africa will broadcast greetings to their parents in England on NBC-Blue, and on the Red, Lionel Barrymore will give his famous reading of Dickens' "Christmas Carol" as guest on the Sealtest program by Rudy Vallee.

On NBC's television station WNBT, a Christmas Eve dramatization of "The Adventures of Marco Polo" will be telecast, and on Christmas Day, three special programs will be presented, including the fairy tale "Hansel and Gretel," an animal film and a Christmas Varieties show. NBC Thesaurus is sending its subscribers for use during Christmas week a half-hour script with music adapted from the famous editorial presented annually in the *New York Sun*, titled "Yes, There Is A Santa Claus."

WHN, New York, will present an exclusive broadcast Christmas Eve from St. Bartholomew's Church featuring a full hour of carols by the choir.

CONSTITUTING the largest business transaction handled by WKRC, Cincinnati, contracts were signed last week with the W. T. Wagner Sons Co., makers of soft drinks and drink mixers and the Burger Brewing Co., for sponsorship of the 1942 play-by-play accounts of the Cincinnati Reds baseball games. Registering smiles are left (seated) J. F. Koons, vice-president, and William Hustes, president of the Burger Brewing Co. Standing (l to r) H. E. Fast, WKRC sales manager; U. A. Latham, WKRC sales staff; and Hulbert Taft Jr., WKRC general manager. Waite Hoyt, ex-Yankee star, now sportscaster, will do the play-by-play assisted by Dick Nesbitt.

WBYN, New York, on Dec. 11 began a 30-day program test period on 1,000 watts daytime and 500 watts night under authorization of the FCC. From sign-on at 7 a.m. to sunset, the station, which has been operating on 500 watts day and night, will test under its increased daytime power.

EMPLOYES of WGH, Newport News-Norfolk, were voted a $25 defense bond as a Christmas bonus at a recent meeting of the board. Some 25 station employes are affected.

359 SECONDS

Recently, a Fairchild owner had occasion to make a recording in Cleveland and to play it back in N. Y. on other Fairchild equipment. The recording was made in *359 seconds*. The playback was made in *precisely 359 seconds*. Broadcast stations have learned to depend on this *split second performance* of Fairchild reproducing equipment. Write for free descriptive literature.

"...it had to satisfy Fairchild first"

FAIRCHILD

Sound Equipment Division

AVIATION CORPORATION

88-06 Van Wyck Boulevard Jamaica L. I. N. Y.

IN PHILADELPHIA

WFIL

Listeners influence friends in

SELL THROUGH WFIL

Purely PROGRAMS

NEW MUSIC program series, *Chicago Symphony* on Monday, Wednesday and Friday and *Music in Chicago* on Tuesday and Thursday, has replaced the *Chicago Opera* program on WHIP, Hammond, Ind. New series will also be directed by Mark Love, station's artistic director and soloist with Chicago Opera and Symphony Orchestra and will consist of selections by well-known musicians and interviews with members of the Symphony Orchestra and with prominent local music patrons.

* * *

Latin Lore

LATIN AMERICAN legends, typical of the rich traditional background of the Spanish-speaking peoples south of the Rio Grande, are presented in a new series which started recently on WRCA, NBC's international shortwave station. Alvaro Gonzales, staff member of the Spanish section of NBC's International Division, reads the legends in Spanish. Each presentation is dedicated to one of the Spanish-speaking Latin-American Republics.

* * *

Distaff Defense Show

KWSW, Pittsburgh, on Dec. 15 started a 15-minute, six day weekly, *Women In Defense* program, a center of information for women who are interested in defense work and clearing house for special news and publicity released by National Defense agencies. Coordinator of the program is Mrs. Bett Anderson, formerly secretary to Senators J. D. Tyson and C. W. Waterman and also editorial writer and columnist for the *Washington Post*.

* * *

Their Boys Are Serving

SWITCHING from a variety interview program from the homes of Cincinnati residents, Jerry Belcher's *Neighbors*, heard Tuesdays, Thursdays and Saturdays at 6:30 p.m. on WCKY, Cincinnati, is now confined, effective Dec. 16, to visits to homes of families having boys in the service. Program is designed to give listeners a picture of the people behind the boys who are serving in the Army, Navy and Marine Corps.

* * *

CHEVRONS and all are the reward of tiny Margie Ray, featured vocalist of KDYL, Salt Lake City, for her part in KDYL's weekly *You're in the Army Now*. Ed Stoker, KDYL musical director, looking on, Margie received from Col. H. P. Keyser, commanding officer of the Fort Douglas Reception Center at Fort Douglas, Utah, an official Army citation making her a staff sergeant in the reception battalion.

How to Serve

TO ASSIST citizens to decide for themselves where their services can be put to best use, *United We Stand* has been inaugurated at WEEI, Boston, heard Monday through Friday 4:30-4:45 p.m. On each broadcast, Jay Wesley and Fred Garrigus interview a member of the armed forces to get first hand information on what civilians can do for defense in New England.

* * *

Ski Staff

WINTER sports enthusiasts get information on weather conditions, instructions on how to ski, and hear experts voice their opinions on the sport on *Let's Go Skiing* to start on WHN, New York, Dec. 24. Heard every Wednesday, 7:45-8 p.m., program is sponsored by the Manufacturers Trust Co., New York, through Huber Hoge & Sons, that city.

* * *

Taught by Ear

MUSIC EDUCATION by auditory rather than visual training is the aim of a weekly series of half-hour broadcasts to start on *Oregon's School of the Air* on KOAC, Eugene, Ore., next semester.

Defense Plugs

NICELY TIMED, *Thumbs Up, America!*, ten minutes of stirring music and announcements on the Army, Navy, Marine Corps, Defense Bonds and stamps, Maritime Commission, etc., went on the air from WFFA-WBAP, Dallas-Fort Worth, Dec. 2 at 11:05 p.m. (CST), to be heard Tuesdays, Thursdays and Saturdays. A like period at the same hour was also inaugurated over KGKO, Fort Worth, for Mondays, Wednesdays and Fridays. Program was designed to take care of the accumulation of defense material. Service spot announcements such as Red Cross, Community Chest, Christmas Seals and others continue to be scheduled by the traffic department through the log.

* * *

Schools' Own

WMT, Cedar Rapids, Ia., has started a 10-minute high school news program as a weekly Saturday sustaining feature. Some 50 Iowa schools contribute to the journalism department of the Cedar Rapids schools where the material is edited and presented on the air by neophyte announcers.

... good effect on our sales ... from all parts of Worcester County . . .

EVERYTHING GOOD TO EAT AND U...
Protec Union
Worcester
Telephone 4-2661
Wheatena Corporation
Rahway, New Jersey
Gentlemen:
"Wheatena Playhouse" which reaches our customers over WTAG appears to be having a good effect on our sales of Wheatena. We notice this from all parts of Worcester County where our customers are located and which WTAG covers.
Yours very truly,
PROTECTIVE UNION
Wheatena

WTAG
WORCESTER
COMPLETE CENTRAL NEW ENGLAND COVERAGE

NBC BASIC RED AND YANKEE NETWORKS
EDWARD PETRY & CO., INC.—NATIONAL REPRESENTATIVE
OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE

The BIG NEWS IN BUFFALO
WGR
NOW, more than ever, BUFFALO'S FIRST for regional coverage

WGR 550 K. C.
BUFFALO'S 5000 WATT MUTUAL NETWORK STATION
BUFFALO BROADCASTING CORPORATION

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WFIL, Philadelphia

California Fruit Growers Exchange, Los Angeles (Sunkist lemons), 15 *sa* weekly, thru Lord & Thomas, Los Angeles.
Yager Liniment Co., Baltimore, 6 *sa* weekly, thru Harvey-Massengale, Durham, N. C.
General Electric Co., Schenectady (FM sets), 5 *ta* weekly, thru Maxon Adv., N. Y.
Thomas Leeming & Co., New York (Baume Bengue), 5 *sa* weekly, thru Wm. Esty & Co., N. Y.
Doyle Packing Co., Newark (dog food), 5 *sp* weekly, thru H. M. Alexander, N. Y.
B. C. Remedy Co., Durham, N. C. (headache remedy), 15 *sa* weekly, thru Harvey-Massengale, Durham, N. C.
D'Arrigo Bros., Boston (Andy Boy Broccoli), 3 *sp* weekly, thru Chambers & Wiswell, Boston.
Smith Bros., Poughkeepsie, N. Y. (cough drops), 2 *sa* weekly, thru J. D. Tarcher & Co., N. Y.
F. G. Vogt & Sons, Philadelphia (meats), 3 *sa* weekly, thru Clements Adv., Philadelphia.

KGO, San Francisco

Regal Amber Brewing Co., San Francisco, weekly *sp*, thru M. E. Harlan, San Francisco.
Bank of America, San Francisco, *sp*, direct.
Central Bank of Oakland, Oakland, Cal., *sp*, thru Emil Reinhardt, Oakland.
Acme Breweries, San Francisco, weekly *sp*, thru Brisacher, Davis & Staff, San Francisco.
Loma Linda Food Co., San Francisco (Ruskets), weekly *sa*, thru Gerth Knollin Adv., San Francisco.
Foreman & Clark, Los Angeles (men's clothing chain), 2 *sa* weekly, thru Milton Weinbereg, Los Angeles.
RCA Mfg. Co., Camden, 4 *sa* weekly, direct.
South Coast Fisheries, Wilmington, Cal. (Top Form Cat Food), 3 *sa* weekly, thru Barton A. Stebbins, Los Angeles.
Washington State Apple Adv. Co., Olympia, 9 *sa* weekly, thru J. Walter Thompson Co., San Francisco.
Hurley Machine Co., Chicago (Gladiron), 4 *sa* weekly, thru E. H. Brown Adv. Co., Chicago.
Muther Wine Co., San Francisco (wines), *sa*, weekly, thru Yoemans & Foote, San Francisco.
Axton Fisher Tobacco Co., Louisville (Spuds), weekly *sa*, thru Blackett-Sample-Hummert, Chicago.
Beneficial Casualty Co., Los Angeles (insurance), 2 *t* weekly, thru Stodel Adv., Los Angeles.

WOR, New York

Procter & Gamble Co., Cincinnati (Lava soap), 5 *t* weekly, thru Biow Co., N. Y.
Quaker Oats Co., Chicago, weekly *sp*, thru Sherman K. Ellis & Co., Chicago.
Axton-Fisher Tobacco Co., Louisville (20-Grand cigarettes), 2 *sp* weekly thru McCann-Erickson, N. Y.

WCAE, Pittsburgh

Zerbst Pharmacal Co., St. Louis, 75 *sa*, thru Barrons Adv. Co., Kansas City.
Purity Bakeries, Chicago, *t*, thru Campbell-Ewald Co., Chicago.
Studebaker Corp., South Bend, 3 *sp* weekly, thru Roche, Williams & Cunnyngham, Chicago.

WMAQ, Chicago

Dodge Div., Chrysler Corp., Detroit (passenger cars), 11 *sa*, thru Ruthrauff & Ryan, Detroit.
Wieboldt Stores Inc., Chicago (department store chain), 312 *sp*, thru Needham, Louis & Brorby, Chicago.

WBBM, Chicago

Atlas Brewing Co., Chicago (Atlas Prager beer), 312 *sa*, thru Craig E. Dennison Adv., Chicago.

KPO, San Francisco

General Foods, New York (Post Toasties), 5 *t* weekly, thru Benton & Bowles, N. Y.
Local Loan Co., Chicago, 3 *sa* weekly, thru George H. Hartman Co., Chicago.
Maryland Pharmaceutical Co., Baltimore (Rem, Rel), weekly *t*, 4 *ta* weekly, thru Joseph Katz Co., Baltimore.
Wesson Oil & Snowdrift Sales Co., New Orleans (Wesson oil) 3 *sa* weekly, thru Fitzgerald Adv. Agency, New Orleans.
Potter Drug & Chemical Co., Malden, Mass. (Cuticura), 624 *sa*, thru Atherton & Currier, N. Y.
Thomas Leeming Corp., New York (Baume Bengue), 5 *ta* weekly, thru Wm. Esty & Co., N. Y.
Vick Chemical Co., New York, 5 *sa* weekly, thru Morse International, N. Y.
Welch Grape Juice Co., Westfield, N. Y., 5 *sa* weekly, thru H. W. Kastor & Sons, Chicago.
White Labs., Newark (Chooz), 4 *sa* weekly, thru H. W. Kastor & Sons, Chicago.
Lever Bros., Cambridge, Mass. (Swan soap), 5 *ta* weekly, thru Young & Rubicam, N. Y.
Safeway Stores, Oakland, Cal. (meats), 5 *ta* weekly, thru J. Walter Thompson Co., San Francisco.
7-Up Bottling Co., San Francisco (7-UP), weekly *sa*, thru Rhoades & Davis, San Francisco.

KHJ, Hollywood

Sante Fe Vintage Co., Los Angeles (wine), 3 *ta* weekly, thru West-Marquis, Los Angeles.
W. A. Sheaffer Pen Co., Fort Madison, Ia. fountain pens), 3 *sa* weekly, thru Russel M. Seeds Co., Chicago.
Postal Telegraph Cable Co., New York (communication), weekly *sa*, thru Biow Co., N. Y.
Van Camps Inc., New York (pork & beans), 3 *ta* weekly, thru Calkins & Holden, N. Y.
Dr. W. B. Caldwell Inc., Monticello, Ill. (proprietary), 5 *ta* weekly, thru Sherman & Marquette, Chicago.

WHK-WCLE, Cleveland

Pepsodent Co., Chicago, 6 *sa* weekly, thru Lord & Thomas, Chicago.
California Fruit Growers Exchange, Los Angeles (lemons), 5 *sa* weekly, thru Lord & Thomas, Chicago.
Look Magazine, Des Moines, 26 *sa*, thru Son De Regger & Brown, Des Moines.
Hill Bros. Coffee, New York, 72 *ta*, thru N. W. Ayer & Son, N. Y.
Household Finance Corp. (loans), 5 *ta* weekly, 52 weeks, thru BBDO, N. Y.
Compagnie Parisienne, San Antonio (perfume), *sp* series, thru Northwest Radio Adv. Co., Seattle.

KMPC, Beverly Hills, Cal.

P. Lorillard Co., New York (Old Gold cigarettes), 21 *sa* weekly, thru J. Walter Thompson Co., N. Y.
Federal Life & Casualty Co., Los Angeles (insurance), weekly *sp*, thru Continental Adv. Agency, Los Angeles.

WENR, Chicago

Chicago Sun, Chicago (newspaper), 572 *sa*, thru Schwimmer & Scott, Chicago.

WJJD, Chicago

The Pen Man, Chicago (pens), 6 *sp* weekly, 13 weeks, thru United Adv. Cos., Chicago.
Empire Diamond Co., Jefferson, Ia. (wedding ring sets), 6 *sp* weekly, 13 weeks, thru Lessing Adv. Agency, Des Moines.
Willard Tablet Co., Chicago (stomach tablets), 6 *sp* weeks, 52 weeks, thru First United Broadcasters, Chicago.
Consolidated Drug Trade Products, Chicago, 7 *sp* weekly, 52 weeks, thru Benson & Dall, Chicago.
Associated Hospital Service of Illinois, Chicago (hospitalization), 5 *sp* weekly, 52 weeks, thru Lane, Benson & McClure, Chicago.
Knox Co., Hollywood, Cal. (Cystex), 5 *sa* weekly, 13 weeks, thru Barton A. Stebbins, Los Angeles.
Publicker Commercial Alcohol Co., Philadelphia (Thermo Royal Anti-Freeze), *sa* weekly, 8 weeks, thru Al Paul Lefton Co., Philadelphia.

WOWO-WGL, Fort Wayne

Morton Salt Co., Chicago (Morton Salt), 39 *t*, thru Klau-Van Pietersom-Dunlap Assoc., Milwaukee.
Procter & Gamble Co., Cincinnati (Lava soap) 468 *ta*, thru Biow Co., N. Y.
Smith Bros., Poughkeepsie, N. Y. (Cough Drops), 105 *sa*, thru J. D. Tarcher & Co., N. Y.
Canada Dry Bottling Co. of Indianapolis (Canada Dry Main Line) 12 *sa*, direct.
Lydia E. Pinkham Medicine Co., Lynn, Mass., 416 *ta*, thru Erwin Wasey & Co., N. Y.
Berghoff Brewing Corp., Fort Wayne, 312 *sp*, thru L. W. Ramsey Co., Chicago.

KFRC, San Francisco

Associated Dental Supply Co., San Francisco (Parker Dental System), weekly *sp*, thru Theodore H. Segall Adv., San Francisco.
Pacific Telephone & Telegraph Co., San Francisco, 5 *sa*, direct.
Italian-Swiss Colony, Asti, Cal. (wines), 5 *sa* weekly, thru Leon Livingston Adv., San Francisco.
Pacific Brewing & Malting Co., San Jose, Cal., 5 *sa* weekly, thru Brewer-Weeks Co., San Francisco.

WHO, Des Moines

Musterole Co., Cleveland (proprietary), 11 *sp* weekly, thru Erwin, Wasey & Co., N. Y.
Block Drug Co., New York (Gold Medal tablets), *sp* weekly, 52 weeks, thru Raymond Spector Co., N. Y.
Sterling Insurance Co., Chicago, 6 *sp* weekly, thru Neal Adv. Agency, Chicago.

KHJ, Hollywood

American Medical Assn., Chicago (Hygeia magazine), 5 *sp* weekly, thru Ivan Hill Adv., Chicago.
Southern California Telephone Co., Los Angeles (public utility), 5 *sa* weekly, placed direct.

KFI Los Angeles

Railway Express Agency, New York (transportation), 5 *ta* weekly, thru Caples Co., N. Y.

"Phooey! He *gives me three for one the whole year 'round!"*

Adv.

Revised Rate Card Announced by Red

Network Now Has 130 Stations Including KDKA, WBAL

RATE CARD No. 29, dated Dec. 15, 1941, was issued last week by NBC-Red, covering all changes for Red affiliates since the last Red rate card was issued April 1, 194[1].

Four new stations have joined the network, making a total of 13[0] stations in the United States, including the 50,000-watt KDKA, Pittsburgh, and WBAL, Baltimore, which became Basic Red stations; WCRS, Greenwood, S. C., now in the Southeastern Group, and WHIS, Bluefield, W. Va., a Basic Supplementary outlet.

Power Boosts

Since the first of this year, 3[0] Red stations have had increases in power—23 to 5,000 watts, 3 to 1,000 watts, 3 to 250 watts, and 1 to 50 watts. WROL, Knoxville, shifted its frequency from 1310 to 620 kc.

Other changes on the new card include WIZE, Springfield, O., and WING, Dayton, as basic stations formerly Basic Supplementaries; KGBX, Springfield, Mo., a former Southwestern Group station, is now a Basic Supplementary, and WSFA, Montgomery, Ala., is included in the Southcentral Group instead of among those individually available to that group. KTSM, El Paso, a Mountain Group station on the last rate card, is now listed with the South Mountain Group. The new stations, WBAL and KDKA, show higher hour, half-hour and quarter hour rates than the stations they replace in Baltimore and Pittsburgh, WFBR and WCAE, and five other Red stations have increased rates, including WAVE, Louisville; WDAF, Kansas City; WTAR, Norfolk; KARK, Little Rock, Ark., and KMJ, Fresno.

The new card has been broken down not only into basic and supplemental groups as in the past, but also into time zones for greater convenience in programming. NBC's Latin American service, available to advertisers through NBC's shortwave stations, WRCA and WNBI, in conjunction with WBOS, Boston, also is listed on the new card together with a map. Advertisers may add any or all of the 102 station Pan-American Network through NBC's international division for simultaneous broadcasts of domestic Red programs or on a delayed broadcast basis.

Red Cross Special

BRISTOL-MYERS Co., New York, on Christmas Eve., Dec. 24, 9-10 p.m., will turn over the entire period on NBC-Red for a Red Cross broadcast. Eddie Cantor will be master of an all-star cast which will include members of his own show *Time to Smile*, which with *Mr. District Attorney* regularly fills that Wednesday hour; Fibber *McGee & Molly, The Aldrich Family* and others yet to be named. Young & Rubicam, New York, handles the account.

AXIS GOT THE KIDS

Serial Characters Wound Up Just Before Attack

N FRIDAY, Dec. 5, Gordon lderman, program director of AGE, Syracuse, concluded a 13-eek original serial, *Jungle Drums*. ocale of the show was an un-arted isle in the South Pacific, which the story's two charac-rs, Ron and Red, were ship-recked. The show got to be too uch of a job for Alderman, who t only wrote but directed it, so decided to conclude it just as n and Red discovered the island as a secret base for the Nazis d Japs.

All last week, following the Dec. Jap attack, the station has been luged with calls wanting to know hether Ron and Red were killed the Japs in their attacks in the cific. Through a quirk of fate had worked his plot to a climax at parallelled the Jap attack in e area. Now he doesn't know at to do. The phone just con-ues to ring, and kids of Central ew York demand to know whether e program is off the air because n and Red were killed.

ITH EMERSON Drug Co., Balti-re (Bromo Seltzer), through Ruth-ff & Ryan, New York, on Jan. 10 rting *Ellery Queen*, detective series, about 50 NBC-Red stations, Satur-y, 7:30-8 p. m. (EST), tie-in pro-tion is being planned by Columbia ictures Corp. for its film, "A Close ll for Ellery Queen," which goes to national release 20 days later.

SPOTCASTING
BUILDS MORE SALES
...AT LOWER COST!

More money for the HOT SPOTS

Nothing wasted on the DEAD SPOTS

Special attention to the TOUGH SPOTS

JOHN BLAIR & COMPANY
NATIONAL STATION REPRESENTATIVES
CHICAGO · NEW YORK · DETROIT · ST. LOUIS · SAN FRANCISCO · LOS ANGELES

Christmas Eve
1925 and 1941

Sixteen years ago—on Christmas Eve—KMOX began broadcasting for the very first time.

That week, a St. Louis newspaper reported, "The announcement of station KMOX coming on the air has had an electrical effect on the radio market. Christmas radio set sales are breaking all records." Another paper predicted, "wonderful entertainment is in store for us, especially with the great programs of The Voice of St. Louis."

We have all come a long way in radio since then. Today, almost everyone in the St. Louis market owns a radio. As for that prophecy of "wonderful entertainment," today, most St. Louis radio sets are tuned to KMOX most of the time!

On our sixteenth birthday, we thank the nation's advertisers who have made possible this great growth of KMOX. We know the best way to show our appreciation is to make our seventeenth year the greatest yet. It's going to be!

KMOX
THE VOICE OF ST. LOUIS • CBS

FM Success Story

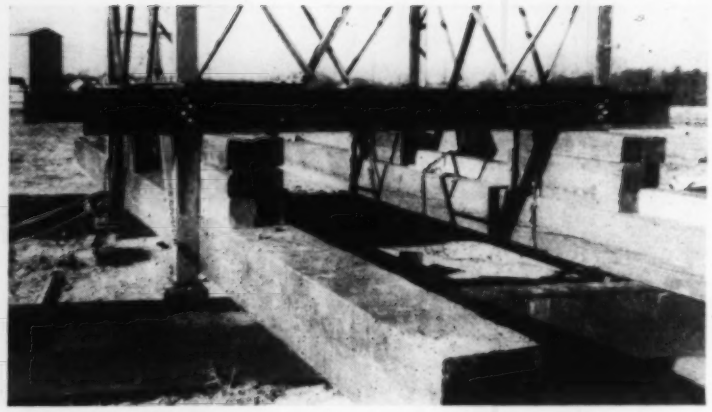
GEORGE HARVEY, salesman of WGN, Chicago, has undisputed evidence there were two attentive listeners to a spot announcement on W59C, FM adjunct of WGN. Father of a baby born just last week, he installed an FM set in his wife's hospital room, then bought a 30-word station break announcement on the FM station at card rate ($5) to herald the event.

New Mackay Service

RADIOTELEGRAPH service between New York and Honolulu direct and between New York and Manila direct to supplement its regular service to these points via San Francisco was established last week by Mackay Radio & Telegraph Co. after permission for the operations was granted Dec. 12 by the FCC. Admiral Luke McNamee, Mackay president, stated that these direct channels have been established in order to provide uninterrupted service to the Island possessions during blackout periods at San Francisco when the radio stations are inoperative. The company was also given permission to operate radiotelegraph service between New York and Moscow.

Canada Curtailed

PRODUCTION of radio receivers in Canada for next January has been cut to 50% of the January 1940 production, according to an announcement Dec. 15 by Munitions & Supply Minister Howe. The cut was made to conserve materials and labor for war effort and will not affect radio equipment being made for the Canadian government. It is expected that this will bring production down 10,000 sets per month. Last October radio production was curtailed for domestic use by 25% of the 1940 figures.



Tower Starts Its Slide to New Location

TOWER MOVED 30 FEET INTACT

WMBG Does Job Itself When Nobody Can Be Found to Undertake Novel Task

THE ONLY way out was to do the job themselves, officials of WMBG, Richmond, Va., discovered when nobody would contract to move one of the 215-foot Lehigh self-supporting towers some 30 feet to provide a new directional pattern.

Since it was necessary to avoid disrupting the pattern or creating interference, the tower had to be moved intact and kept grounded in the process.

First step was to install new foundations. Eight anchors were installed and guy cables were broken with strain insulators. Two levels were attached to the tower and a transit set up to assure vertical position. Two pieces of 10-inch channel iron were bolted to the tower legs about three feet from the ground and extending out two feet past tower legs.

After a track had been built and greased, the tower was jacked up. A chain fall was attached between skids. As it pulled the tower, guys were adjusted by blocks and falls so it remained vertical. Insulators were installed in one leg at a time when the tower reached its destination, guys were removed and once again it was self-supporting.

Ultra-High Wave Tube Put on Market by GE

NEW TRANSMITTING tube especially suitable for operation as an ultra-high-frequency power amplifier has been announced by the Radio & Television Department of General Electric Co., Schenectady. Designated GL 8010-R, the tube has a coated cathode heated by electron bombardment from an auxiliary filament. Anode and cathode are fitted with coolers for forced-air cooling.

Parallel plane electrodes of the tube are closely spaced to facilitate neutralization with grid plate capacitance of 1.5 micro-microfarads, grid cathode capacitance of 2.3 micro-microfarads and low lead inductance provided by disk-like terminals. When used as a class C radio-frequency amplifier, the tube has a maximum d-c plate voltage of 1350. Maximum plate current is 150 milliamperes; maximum plate input is 100 watts and maximum plate dissipation is 50 watts. The tube has an amplification factor of 30.

EDUCATION AWARDS OFFERED BY KIRO

PROPOSED awards for outstanding contributions to education and public service in radio were announced last week by KIRO, Seattle, with the approval of the suggestion of Saul Haas, KIRO vice-president, for the creation of the "KIRO Educational Radio Award" with prizes totaling $500.

The proposal of the awards was first made to Major Harold Kent, Bureau of Public Relations, U. S. War Department, head of the School Broadcast Conference held in Chicago Dec. 4 who conveyed the information to the conferees.

Seven cash awards will be made under the plan approved by directors of the station, ranging from $150 first prize to five prizes of $50 each. Honorable mention citations will be given to other outstanding contributions. Details for dissemination of information and execution of awards are being planned under a committee headed by Parker Wheatley, director of radio activities for Northwestern U. Competition is open to anyone interested in education or public service as a radio function.

Messages of enthusiastic appreciation for the gesture have been received by KIRO from Dr. Keith Tyler, director of Evaluation of School Broadcasts Committee, Ohio State U; Dr. Alpheus Smith, Columbia U; Dr. Lyman Bryson, professor of education, Teacher's College, Columbia U; Sterling Fisher, CBS director of education; and Parker Wheatley of Northwestern U.

63.3% Heard FDR

PRESIDENT ROOSEVELT and the Bill of Rights program "We Hold These Truths", broadcast Dec. 15 on all major networks 10-11 p.m., were heard by 63.3% of radio set-owners interviewed at home, acording to a statement issued last week by the Cooperative Analysis of Broadcasting, which announced the rating established an all-time high for programs using a regular radio technique. Audience for the President was his fourth largest to be recorded by the CAB.

Britain Dec. 25 Pickups

ANNUAL message to Great Britain by His Majesty King George VI will be broadcast Christmas Day on Mutual and NBC 9-9:15 a.m. from London. Immediately preceding, a full-hour broadcast titled *Absent Friends* with pickups from all parts of the British Empire, will be heard on MBS from 8 to 9 a.m., through the facilities of the BBC.

REL

FM'S PIONEER MANUFACTURER

NEWS! NEWS! NEWS!

The REL DL line of FM transmitters employs the NEW Armstrong phase shift modulator.

Only REL FM broadcast transmitters give you the advantages of this latest Armstrong development.

RADIO ENGINEERING LABS., INC.
Long Island City, N.Y.

INS

Ask us about the recent impartial survey of wire services by an important radio station showing "INS leading by wide margin".

INTERNATIONAL NEWS SERVICE

GET A LINE ON THE GATES LINE OF BROADCASTING EQUIPMENT FOR 1942

SEND FOR YOUR CATALOGUE NOW

GATES
QUINCY, ILLINOIS, U.S.A.

Canada Copyright Fees Frozen by Agreement

BECAUSE of price ceiling regulations which came into effect in Canada Dec. 1, the Canadian Assn. of Broadcasters announces an agreement has been reached by the CAB, the Canadian Performing Rights Society, and BMI Canada, to freeze the present rate of 1 cent for BMI and 8 cents for CPRS on every receiver licensed at March 31, 1941, as a basis for paying 1942 copyright fees.

The Copyright Appeal Board was scheduled to meet at Ottawa Dec. 15 to hear the appeals for the tariff recently filed [BROADCASTING Nov. 24] but in view of the agreement this meeting was merely a formality. CPRS had filed for 14 cents per set, BMI Canada for one-third of whatever fee the Appeal Board might set, and the CAB had filed objections to anything over 8 cents per licensed receiver.

The rate set for 1942 by agreement due to price ceiling regulations allows both CPRS and BMI a year to study developments under the new agreements in the United States, and enables the CAB next December to make such representations to the Copyright Appeal Board as may appear advisable in the interest of the member stations. Fees to be collected by BMI Canada and CPRS in 1942 will amount to $130,924.53 based on 1,454,717 licenses in force at March 31, 1941. This year Canadian stations paid $116,377 in copyright fees.

UP Buys BUP

CONTROLLING interest in British United Press Ltd. has been transferred to the United Press Associations by Charles F. Crandall, BUP president and managing director, who will continue as president under the new setup. R. W. Keyserlingk will remain as general manager for Canada and F. H. Fisher as general manager in Great Britain. E. M. Williams, vice-president of UP, has been elected to the board of directors, replacing W. E. Hopper.

WSB, Atlanta, has started its annual *Listeners' Library* drive to bring more good books to Georgia school libraries and bookmobiles. Conducted in cooperation with the Georgia Library Assn., WSB carries a heavy schedule of announcements asking listeners to contribute spare books.

In the old days they fired a gun from The Citadel in Halifax, Nova Scotia to tell the time.

—:—

Today the population listens to CHNS for the time.

NOTE: They Still Fire the Gun Keeping Up the Old Traditions!

Traditions, However, Don't Get Much Business.

CHNS Does — Try It.

EUGENE DUCKWALL

WHAT STARTED out to be a career in retail merchandising turned into one of national radio advertising for Eugene Henderson Duckwall, business manager and timebuyer of Lord & Thomas, Hollywood. Thoroughly equipped for his job, Gene was assistant to media manager Harwin T. Mann, in the agency's Los Angeles office, before taking over his present job in October, 1937. He has also held forth in the media department as assistant manager.

He knows all phases of timebuying, and across his desk pass contracts for many major and regional accounts. Among them are California Fruit Growers Exchange, Union Oil, All Year Club, Purex Co., Unacal Corp., Southern Pacific Co.

After attending high school in Dayton, O., and taking a two-year engineering course, Gene came west in 1928 with Los Angeles as his terminal point. He obtained a job in the merchandising department of the Broadway Department Store, remaining there a year. Then he attended U of Southern California's school of Merchandising, majoring in advertising.

With class assignments often demanding direct work in the Broadway Dept. Store, Gene returned to that firm's employment upon graduation in June, 1933. Another nine months rolled by and in April, 1934, Harwin T. Mann of Lord & Thomas, offered Eugene a post that eventually resulted in his present responsible position. When the agency established its Hollywood radio department in 1938, he became business manager and timebuyer.

Married to his college sweetheart, Josephine Brown, on Sept. 30, 1935, he is the father of a three-year-old daughter, Carol.

BIBLIOGRAPHY listing 80 authors of books and articles on frequency modulation has been compiled by Elizabeth Kelsey, engineer, Zenith Radio Corp., Chicago, and is being distributed with Zenith's monthly FM Progress bulletin.

HEADLINER

The best act, the best song, the best station become headliners. People see and hear them in preference to others. Headline stations from coast to coast use Blaw-Knox Vertical Radiators because they give better broadcasting results. And these better results are inherent in the structural and electrical advantages of Blaw-Knox Vertical Radiators . . . the natural benefits of an experience that covers virtually the entire history of radio. Whatever your antenna problem, we'll gladly discuss it with you.

BLAW-KNOX VERTICAL RADIATORS

BLAW-KNOX DIVISION of Blaw-Knox Company
Farmers Bank Bldg., Pittsburgh, Pa.
Offices in principal cities

Distributor
GraybaR ELECTRIC COMPANY

"Sure Mike!"

The big boss said: "Mike, take a column. Add humor and wit. Multiply by the number of our renewals. Divide into readable items. Now what have you got?" Call for Anacin!

* * *

WCBM has Baltimore's most popular sports announcer—and said S. A. has Baltimore's most popular sports idea! It's "Counting Out The Experts"—a quiz show along Info Please lines, bringing such guests as Alfred Gwynne Vanderbilt and Footballer Swede Larson to the mike. Written and produced by Bill Dyer—now sustaining—year-round best bet for any men's product. (Confidentially, the cost is casual).

* * *

Now I know how Edison must have felt when the next fellow came along and "borrowed" from his incandescent lamp. Over a year ago WCBM carried the first Balto. telephone quiz program show. Today two other Balto. stations are following suit—and apparently doing not bad.

P. S. Ours still has its 74.6 listening audience, thank you!

* * *

PENNY FOR PENNY, COVERAGE BETTER THAN ANY! We concentrate on Baltimore . . . because that's where business is concentrated! Especially today, with a 20% population increase—thanks to national defense! Buy Baltimore—all of it—by buying WCBM!

* * *

"Mornin', sleepyheads! Gimme a sentence with the word Massachusetts. Give up? Ah bought ma boss tobaccy fo' Xmas — and *Massa chews it* all de time! Yuck! Yuck! Yuck!" (PAUSE) For relief, local citizenry tunes to WCBM's "Morning Glories"—the town's only *different* A.M. participating show. Semi-classical music paves a smooth road for dozens of national spots. Yep—there's room for you!

* * *

Go hire a hall! Well, you do when you buy WCBM—only there's no charge! Baltimore's biggest studio auditorium—seating over 450! Our Merchandising Department will be glad to show you through—via your inquiry.

WCBM
NBC Blue Network
BALTIMORE, MD.
National Representatives:
Foreman Co., N. Y. & Chicago

Radio Advertisers

SANTA FE VINTAGE Co., Los Angeles (Three Crown wine), which recently started using an average of 30 spot announcements per week on 7 Southern California stations will continue that campaign through January, utilizing KHJ KMTR KIEV KGFJ KMPC KRKD KFWB. Agency is West-Marquis Inc., Los Angeles.

ALKINE Co., New Brunswick, N. Y., last week started 14 weather reports weekly for 16 weeks on WQXR, New York. Company has been sponsoring *Ramona* on WOR, New York, and announcements on WIP and WPEN, Philadelphia, through Redfield, Johnstone, New York.

VITAMIN Co. of AMERICA, Los Angeles (vitamin tablets), in a 30-day test campaign which started Dec. 16 is using daily transcribed announcements on XELO, Tia Juana. Firm contemplates expanding schedule to include Southern California stations within 90 days, using strictly institutional copy. Agency is Adco Adv., Los Angeles.

P. LORILLARD Co., New York (Union Leader), on Jan. 5 starts sponsorship of the last quarter-hour of *Sun Risers* on WCCO, Minneapolis, 6:45-7 a.m. Agency is Lennen & Mitchell, New York.

RED-EE FOODS Inc., Los Angeles (Cinch cake mix), is sponsoring five-weekly participation in *Polly Patterson's Pantry* on KFAC, that city. Contract is for 13 weeks having started Dec. 15. Elwood J. Robinson Adv., Los Angeles, has the account.

PACIFIC GAS & ELECTRIC Co., San Francisco, on Jan. 1, 1942 renews for 52 weeks its two-hour nightly recorded program *Evening Concert* on KYA, San Francisco. Program is presented seven nights weekly. Agency is McCann-Erickson, San Francisco.

ROCKWOOD & Co., Brooklyn (Chocolate Bits), recently added participations on WTAR, Norfolk, and chain-breaks on WMBG, Richmond, to its fall schedule, making a total of 21 stations now used in the campaign. Federal Adv. Agency, New York, handles the account.

IN A COOPERATIVE deal, four local Victor Recording dealers are alternately sponsoring a Tuesday-through-Friday, 45-minute program featuring recorded compositions, on KFAC, Los Angeles. Tying in with commercials, is a brief commentary on a composer. Sponsors are American Music Co., Kelly Music Co., Clair's Record Bar, Crawford's Inc. Chas N. Stahl Adv. Agency, Hollywood, has the account. William Farquhar is account executive.

IN ROCHESTER IT'S WHEC
BASIC CBS

ACHING NECKS and bulging eyes resulted when this group of radio folk and California citizens took time out from recent NAB meeting on the Pacific Coast to journey into the Dyerville Flat of Humboldt State Park in California, where they inspected the world's tallest living tree, a giant redwood designated the "Founder's Tree". Taking a look are (l to r) W. L. Stevenson, Fortuna, Cal.; Frank Pellegrin, director of the NAB Bureau of Radio Advertising; W. B. Smullin, president of KIEM, Eureka; NAB President Neville Miller; Carl Haverlin, BMI director of station relations; Paul Corbin, KIEM program director; Don Telford, manager of KUIM, Grants Pass, Ore.

Problems of Defense, Taxes and Labor Discussed at NAB Regional Meetings

EIGHTEEN STATIONS were represented at the NAB District meeting last Monday and Tuesday at the Palmer House, Chicago. Presided over by William A. Hutchinson of WAAF, Chicago, the meeting on Monday was occupied with a session on music problems at which Carl Haverlin, BMI; E. Claude Mills, ASCAP; Leonard Callahan, SESAC; M. M. Blink, Standard Radio; Frank Chizzini, NBC Thesaurus; Niles Grant, C. P. MacGregor, appeared.

C. E. Arney of NAB outlined taxation, legislation and labor problems affecting the industry. Discussion on defense included necessity of checking program content, silencing of the station during an air raid, methods of protecting transmitters, checking the authenticity of military requests and other defense problems.

Defense Problems

Tuesday meeting was split into two sessions—salesmanagers group headed by William Cline, WLS Chicago, and a national defense discussion group attended by station managers, news editors, and program directors.

Broadcasters of District 11 met in Minneapolis Dec. 11-12. Several resolutions were approved by members, opposing Government-paid advertising campaigns in competing media as "tending to dampen the enthusiasm of broadcasters in their efforts to that end"; favoring "the reappraisal by Congress of the policies governing the regulation of the broadcasting industry"; requesting the NAB to ask all Government agencies to eliminate all accounting of national defense programs from individual stations and if confirmation of broadcasts by individual stations is to be requested, that it be supplied by NAB; recommending that "programs be not interrupted for broadcasting news flashes except in cases of most unusual importance.

A principal feature of the Minneapolis meeting was a Dec. 1

LOS ANGELES SOAP Co., Los Angeles (White King soap), on Dec. 16 increased its thrice-weekly newscast on KOA, Denver, to five times per week. Contract is for 52 weeks. Agency is Raymond R. Morgan Co., Hollywood.

BLUE BIRD POTATO CHIPS, Oakland, Cal. (potato chips, peanuts), through Brisacher, Davis & Staff, Los Angeles, in a three-week pre-Christmas Northern California campaign ending Dec. 22, used a total of 115 spot announcements on KGO KSFO KQW KFBK KWG KDON.

SEAL COTE Co., Hollywood (liquid nail protector), in a 13-week campaign starting Jan. 11 will sponsor participation in the Art Green program on WMCA, New York. Firm currently uses station break announcements on KFI-KECA, Los Angeles. Agency is Buchanan & Co., that city.

L. A. WILLIAMS, advertising and sales promotion director of Puget Sound Power & Light Co., Seattle, was recently appointed executive assistant to the firm president.

SEARS, ROEBUCK & Co., Los Angeles (retail merchandise), in an 18-day pre-Christmas campaign ending Dec. 24, is using a total of 500 spot announcements on nine Southern California stations. KNX KHJ KECA KFAC KMPC KIEV KFOX KMTR KFWB. Agency is the Mayers Co., Los Angeles.

There's "sock" in 5 KW on our 580 kc frequency —equal to more than a million watts at the other end of the dial.

WIBW The Voice of Kansas in TOPEKA

cheon address by Mrs. Margaret lkin Banning, Minnesota writer lecturer, who declared that overwhelming sentiment of ch the American public is conus toward radio is one of pro- nd gratitude with reliance". nother speaker was Samuel C. le, advertising director of Gen- l Mills, who spoke on "An Adrtising Director Looks at Radio". rious sessions of the meetings re presided over by Earl H. mmons, WCCO; Tom Gavin, EBC, and K. W. Husted, WLOL.

Series Closed

The Minneapolis and Chicago etings concluded a series of 16 istrict meetings held this fall, exnding from early in October un- l mid-December.

At District 11 Session

Atending the District 11 meeting Minneapolis were:

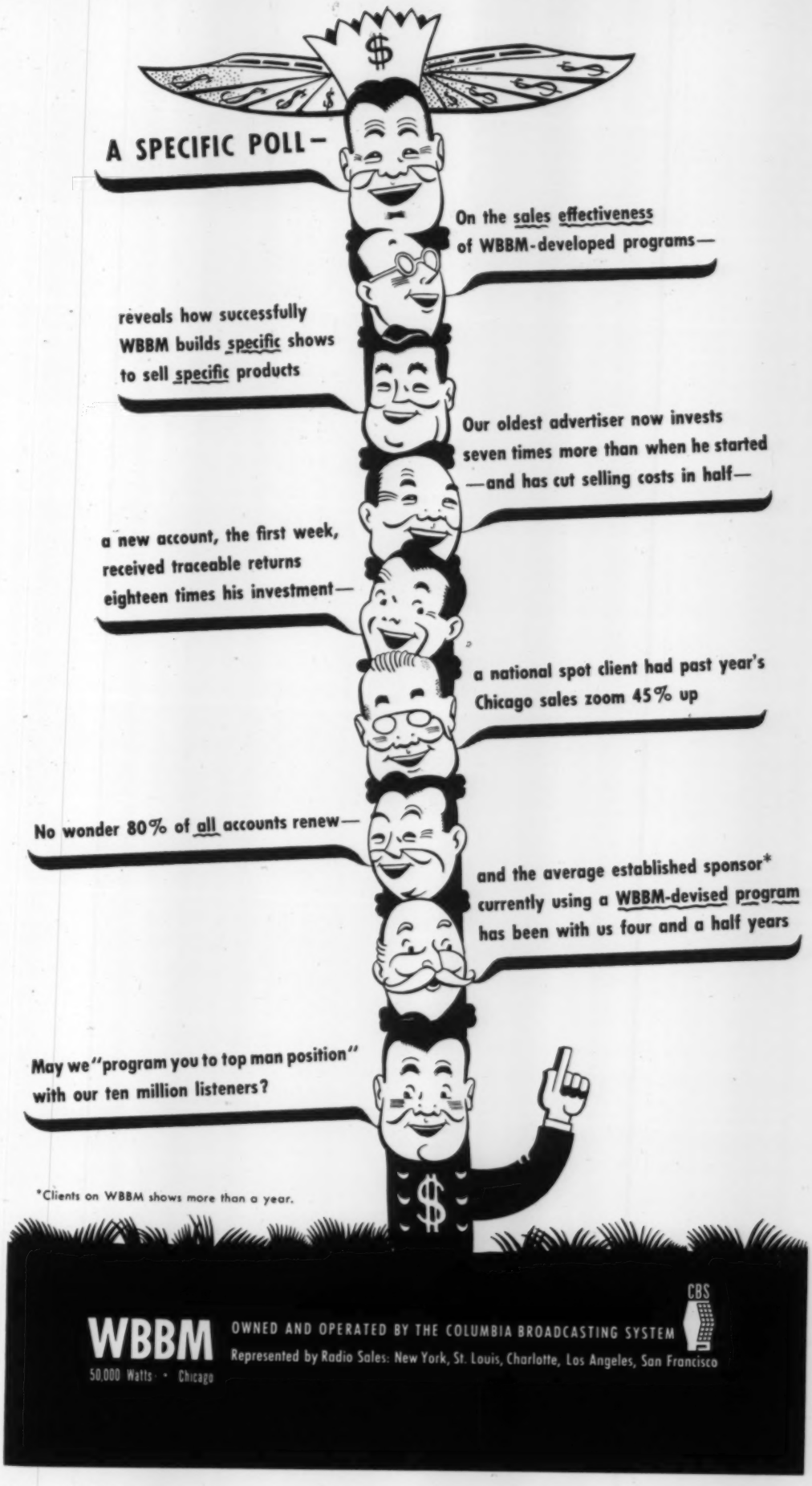
Lloyd R. Amoo, KRMX; C. E. Arney Jr., AB; Darrell D. Bandy, WDSM; Milt ink, Standard Radio; John W. Boler, eth Central Broadcasting System; Loren Bridges, WEAU; W. C. Bridges, NFG; Frank E. Chizzini, NBC; Russ ancy, AP; Ethel H. Cooley, John B. ooley, KLPM; Thomas Dawson, WCCO; ets Dietrich, KTRI; Dwain Ewing, SCAP; A. A. Fahy, KABR; S. Fantle L, KSOO; F. W. Fitzsimonds, KFYR; E. G. Foreman Jr., Foreman Co.; L. M. remont, WEBC.

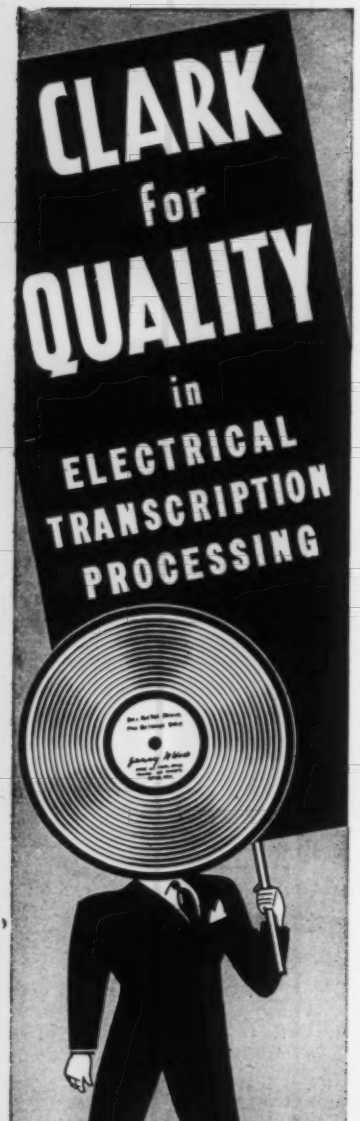
E. H. Gammons, WCCO; Tom Gavin, WEBC; David Gentling, Gregory Gentling, KROC; Oliver Gramling, AP; Gus Hagesh, SESAC; C. T. Hagman, WTCN; E. R. Hahn, KSOO; Elmer Hanson, KILO; ick Hanssen, KYSM; Carl Haverlin, BMI; Hayek, KATE; Morton Henkin, KSOO; ilius Hetland, WDAY; Edward Hoffman, MIN; Phil Hoffman, WNAX; Stanley ubbard, KSTP; Bob Hurleigh, AP; K. Husted, WLOL; Melford C. Jensen, CAL; H. C. Jewett Jr., KABR; Russ aber, KGCU; Sam Kaufman, WCCO; W. Knutson, KROC; Tom Lathrop, KATE; arney Lavin, WDAY; Fred F. Laws, WLOL; Dalton LeMasurier, KDAL; Harry V. Linder, KWLM; M. M. Marget, KVOX. D. P. McGenty, WJMC; J. F. Meagher, YSM; E. C. Mills, ASCAP; Wallace Mitchell, UP; Frank Pellegrin, NAB; O. E. Ramslind, KDAL; E. C. Reineke, WDAY; Clyde Riddle, WEAU; N. C. Rudell, WJMS; Fred Schilplin, KFAM; Arthur J. Smith, WNAX; Wallace Stone, KROC; Ralph W. Thompson, WJMC; F. Van Konynenburg, WTCN; Ralph Wentworth, Lang-Worth; L. L. Whiting, WDGY; M. H. White, KWNO; Bert Wick, KDLR; Dr. George Young, WDGY.

Those who attended the two-day Chicago session were:

Ed Allen, WIBA, Madison; C. E. Arney, NAB, Washington; John R. Atkinson, WHBU, Anderson, Ind.; Edgar L. Bill, WMBD, Peoria, Ill.; John Blair, John Blair & Co., Chicago; Milt Blink, Standard Radio, Chicago; Charles C. Caley, WMBD; Leonard D. Callahan, SESAC, New York; Frank E. Chizzini, NBC Chicago; Russ Clancy, Associated Press, Chicago; Marie L. Clifford, WHFC, Cicero, Ill.; William B. Cline, WLS, Chicago; W. J. Damm, WTMJ, Milwaukee; Harold L. Dewing, WCBS, Springfield, Ill.; John J. Dixon, WROK, Rockford, Ill.; Edwin G. Foreman, The Foreman Co., Chicago; Niles Gates, E. P. MacGregor, Hollywood; E. J. Gough, SESAC, New York; Carl Haverlin, BMI, New York; Francis A. Higgins, WDAN, Danville, Ill.; Bob Hurleigh, Associated Press, Chicago; W. E. Hutchinson, WAAF, Chicago; George M. Ives, WHFC; Francis Kennedy, WHBF, Rock Island, Ill.; James E. Kyler, WCLO, Janesville, Wis.; Harry LePeidevin, WRJN, Racine, Wis.; Walter Koessler, WROK; Harry Kopf, NBC Chicago; E. C. Mills, ASCAP, New York; Roy A. Pearson, WHFC, Cicero, Ill.; Frank E. Pellegrin, NAB, Washington; Paul McCluer, NBC Chicago; Dick Rossiter, WMBI, Chicago; Alex Sherwood, Standard Radio, Chicago; Burt Squire, SESAC, New York; Rev. James A. Wagner, WTAQ, Green Bay, Wis.

ELECTRIC Radio-Television Institute, Omaha, operating a technical school for several years and more recently in Minneapolis, has appointed Video & Sound Enterprises, Omaha as agent. Radio and other media to be used.


A SPECIFIC POLL—
On the sales effectiveness of WBBM-developed programs—
reveals how successfully WBBM builds specific shows to sell specific products
Our oldest advertiser now invests seven times more than when he started —and has cut selling costs in half—
a new account, the first week, received traceable returns eighteen times his investment—
a national spot client had past year's Chicago sales zoom 45% up
No wonder 80% of all accounts renew—
and the average established sponsor* currently using a WBBM-devised program has been with us four and a half years
May we "program you to top man position" with our ten million listeners?
*Clients on WBBM shows more than a year.
WBBM
50,000 Watts • Chicago
OWNED AND OPERATED BY THE COLUMBIA BROADCASTING SYSTEM
Represented by Radio Sales: New York, St. Louis, Charlotte, Los Angeles, San Francisco
CBS



Today, as since the earliest days of radio, the name CLARK on processed recordings is a symbol of sterling workmanship and quality materials. And today practically every important transcription producer is a CLARK client. So, today, we suggest that if you are interested in quality transcription processing you investigate CLARK.

Clark
Phonograph Record Co.
Newark, N.J.
216 High St. Humboldt 2-0880
Chicago, Illinois
221 N. La Salle St. Central 5275

STATION ACTIVITY

(*Continued from Page 16*)

Fort Wayne On Job

OPERATIONS at WOWO-WGL, Fort Wayne, went on a war-time basis with the first news of the Japanese attack. WOWO has been on a 24-hour basis; WGL is maintaining normal schedule with plugs at signoff urging listeners to tune to WOWO. At the Monday morning department meeting following the first Japanese assault on Hawaii, responsibilities were assigned and policies discussed. A general staff letter of instructions followed.

* * *

News Tone

WRVA, Richmond, Va., advertising in nine daily newspapers in the State, notified listeners it would operate on a 24-hour basis, with newscasts every hour on the hour from 12 midnight to 6 a. m. Listeners were told to leave their radios on at low volume, with a distinctive tone to be broadcast to draw listeners to their radios, rather than sitting by them during long periods of silence.

* * *

Latin Pickups

THE 15-station Latin American network, Cadena Radio Inter-Americana, of which WLWO, Cincinnati, is the American key, have been granted permission to rebroadcast all news programs originated by WLWO. The offer was made through Antonio Rojas Villalba, coordinator of the network, by James D. Shouse, Crosley Corp. vice-president in charge of broadcasting.

* * *

Ready for Trouble

WDRC, Hartford, Conn., has held a practice blackout and instituted other precautions for emergencies such as air raids. All employes have received specific instructions on what to do in event of an air raid, and emergency supplies of candles and flashlights have been laid in.

* * *

Youngstown Ruling

J. L. BOWDEN, manager of WKBN, Youngstown, has barred foreign language speeches from the station. Mr. Bowden said that he had taken the action in the belief that national defense can best be served by having all radio programs understood by all citizens.

FM
with
Simplified
CIRCUIT DESIGN
GENERAL ELECTRIC

ASLEEP in his office was Warde Adams, assistant program service manager of WRVA, Richmond. Adams moved a cot into his office so he could keep a 24-hour watch on the teletypes. Sanford Terry, WRVA engineer, sneaked this shot just as Adams was rising to snatch a glance at a bulletin.

Service Flags

DON SEARLE, general manager of KOIL, Omaha, KFAB and KFOR, Lincoln, has announced the stations will provide gummed service flags for display in all homes which have men in the armed services. The flags are made of gummed paper and are 5 x 8. A red border, slightly more than an inch in width, surrounds a field of white upon which a blue star is printed. Additional stars for each additional service man will also be provided.

* * *

Quaker City Bureau

A RADIO division for cooperation with civilian defense has been set up by all stations in Philadelphia. Each month, a different station member will act as coordinator. The coordinator will be on call during his tenure for 24 hours a day.

* * *

Emergency Studio

WLS, Chicago, employes have been photographed and fingerprinted for identification and as additional defense measures, studio visiting hours have been cut to five mid-day hours and two city policemen have been assigned to 24-hour duty at both the station's Chicago studios and the transmitter in suburban Downers Grove. The station is installing additional equipment in the Eighth Street Theatre, where its *National Barn Dance* originates, for use as an auxiliary studio.

* * *

Florida Shutdown

REPORTS indicating the possibility of an air raid resulted in the shutting down of all stations in the Jacksonville area for three hours Dec. 13. Capt. Charles P. Mason, commandant of the Jacksonville Naval Air Station, stated that the air raid alarm was not a test but would not state the information for which the precautions were taken.

TEXAS Quality Network arranged a special issue of its *Texas Forum of the Air*, weekly transcribed discussion by the Texas Congressional delegation on Dec. 8. Led by Senator Tom Connolly, chairman of the Foreign Relations Committee, who introduced the war resolutions, Texas Congressmen discussed the war as it will effect the Lone Star State. Transcribed Monday in the House Radio Room in Washington, the program was heard over TQN Wednesday.

* * *

Denver Cooperation

ALL FIVE Denver stations—KOA, KLZ, KVOD, KMYR, KFEL—are cooperating to make their news broadcasts comply with official requests. A news committee was formed. Members are Don Martin, KOA; Fred Fleming, KLZ; Dick Leonard, KVOD; Ben Bezoff, KMYR; Bill Welsh, KFEL. Robert Hudson, head of the Rocky Mountain Radio Council, is committee chairman. Representatives of the FBI and Army intelligences will be invited to attend committee meetings.

* * *

Service Branch

KLZ, Denver, has set up a "public service bureau" in the station's news department to handle calls from the public on matters relating to war coverage. Information as to enlistment requirements and other contact data are made available. An Army Staff Sergeant has been assigned to handle the recruiting end, it was reported.

* * *

KINY Active

KINY, Juneau, Alaska, the only means of adequate communication with hundreds of isolated mines and camps in the Territory, is keeping the populace informed of the fast-moving war events. The station is operating on a 24-hour basis. Station Manager Walter R. Carl has been given an important share in the task of keeping the Alaskan people ready but calm. Messages of reassurance are broadcast frequently. Special instructions from officials are transmitted. Edwin A. Kraft, KINY owner, says a series of broadcasts for CBS is being arranged.

* * *

News and More News!

WQXR, New York, has added five new periods of AP news summaries daily during the present crisis, bringing the station's newscasts to a total of 17 daily to keep its listeners informed on late war news without interrupting regularly scheduled programs except for urgent bulletins.

* * *

Stamps For Sale

WINX, Washington, in conjunction with the activities of the WINX *Christmas Canteen*, which collects gifts from a booth in downtown Washington to be distributed to servicemen, has established a defense stamp outlet with stamps on sale every day 6 a.m. to 9 p.m.

WMBD THE HEART OF ILLINOIS
PEORIA • 5000-1000 Watts • CBS
Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

Every Hour

WFMB, San Diego, Cal., in addition to its regular news programs and flash reports has started a five-minute newscast every hour on the hour, totaling 17 such broadcasts daily.

* * *

Bond Checkoff

MANAGEMENT and staff of KWKAT, Miami Beach, Fla., on Dec. 8 voted unanimously to inaugurate a weekly checkoff of 5% of weekly wages, and a like amount of station earnings, for purchase of Defense Stamps and Bonds.

* * *

Defense Days

WINS, New York, has secured permission from all sponsors using programs on the station for the insertion of defense bond announcements at any time during the broadcast day.

* * *

Printed Plugs

WLW-WSAI, Cincinnati, on Dec. 7 and Dec. 21 placed half-page advertisements in 42 newspapers in five Midwest States to describe its emergency broadcasting plan, worked out several months ago to govern the presentation of news during wartime.

* * *

Crosley News Setup

EXPANDING its news staff and quarters in the interest of expanded war coverage, WLW-WSAI-WLWO, Cincinnati, now claim a staff of 35 writers, reporters and newscasters, headed by William Dowdell, and a news-room occupying about 1,000 square feet.

* * *

VISITORS to studios of KDKA, Pittsburgh, averaging a total of 100,000 a year have been barred, except under proper identification, during the emergency. The order is in line with precautions taken by other stations and national networks, many of which have banned visitors entirely.

* * *

Urges Raid Frequency

ISAAC D. LEVY, vice-president of WCAU, Philadelphia, has proposed that the FCC set aside a wavelength to be used only during night hours for air raid alarms. Levy told the Philadelphia Defense Council on Dec. 15 that citizens could set their dials to the particular wavelength before going to sleep, with the assurance they would not be awakened except in an emergency.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

20TH YEAR

This month, WDRC starts its 20th Year as Connecticut's Pioneer Broadcaster. First to serve Connecticut, WDRC has stayed in front now, for two decades. If you want to cover Connecticut's Major Market, your first choice is WDRC in Hartford.

Basic CBS for Connecticut

Grebe Joins WSPD

EARL GREBE, for 10 years foreign news editor of the *Toledo Blade*, is now devoting full time to his news analyses on WSPD, Toledo, after broadcasting on the station five nights weekly for more than a year. His analysis follows the 6 p.m. news report of Jim Uebelhart, who uses UP, INS and Reuters. Formerly Mr. Grebe was heard on WSPD at 11:15 p.m. He came to Toledo in 1931 after having been with AP in Cleveland, Columbus and other cities.

Mr. Grebe

Staffs in San Francisco Enlarged by Networks

CBS is establishing a shortwave listening post in San Francisco to assist in coverage of the Far Eastern war front. The post is being built at an undisclosed location in the Bay region. In charge of the installation are CBS Engineers J. S. Middlebrooks of New York and Al Cormack of Hollywood. NBC has a listening post in North Hollywood.

The CBS news bureau in San Francisco has been augmented with Fox Case, CBS West Coast director of news and special events, and Bill Slocum Jr., the network's special events chief in charge. Others recently added are Pat O'Reilly, of Hollywood; Don Pryor, formerly of UP, Milwaukee; Bill Homan, former California newspaperman; Al Hunter of INS, San Francisco; Carroll Hanson of KQW, Hollywood.

NBC's San Francisco setup is headed by Kenneth Fry, transferred from Chicago. Don Martin, news editor of KOA, Denver, also has been shifted to San Francisco.

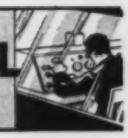
Big Wine Contract

K. ARAKELIAN Inc., New York (Mission Bell wine) on Dec. 16 signed what is believed to be one of the largest individual contracts for wine advertising ever placed on a local station. Terms call for 1,267 15-second cut-in announcements, 936 one-minute announcements and 312 15-minute musical programs yearly, on WNEW, New York. Contracts are for 52 weeks, non cancellable and represent a 33⅓% increase over placements made by the company on the station last year. Company also on Jan. 3 renews schedule of 60 announcements weekly on WINS, New York Firestone Adv. Agency handles the account.

Diary in Braille

BERLIN DIARY, account by William L. Shirer of his experiences as CBS Berlin correspondent, has been recorded as a "Talking Book" by the American Foundation of the Blind for distribution through the Library of Congress. Shirer himself did the reading for the first disc, and a radio announcer finished recording the volume. The book also is being transcribed into Braille for the American Red Cross, which plans to lend it by mail to blind persons.

in the CONTROL ROOM



LOU HOUSE, formerly chief control room engineer of WDRC, Hartford, Conn., has been named assistant chief engineer of the station by General Manager Franklin M. Doolittle.

RAY TORIAN, KGER, Long Beach, Cal., engineer, an ensign in the Naval communications division, has reported for active duty on the Atlantic Coast.

PAUL GREEN, NBC Hollywood field engineer, and R. J. Reid, of the network's New York technical staff, have switched assignments.

EARL GRAVES, chief engineer of KBIX, Muskogee, Okla., on Dec. 13 married Olivelle Moore, Muskogee school teacher.

GEORGE HEUTHER, transmitter engineer of WWRL, New York, has resigned to join the shortwave engineering department of CBS.

BILL MALONE, formerly chief engineer of WGTM, Wilson, N. C., is now with WWPG, Lake Worth, Fla., in the same capacity.

Free & Peters Shift

FREE & PETERS, national station representative, has moved its Los Angeles offices to 1512 N. Gordon St., Hollywood, and is sharing accommodations with Wright-Sonovox Inc., controlled by the former firm. Hal W. Hoag is Southern California representative of Free & Peters Inc. Jack Ross is West Coast manager of Wright-Sonovox Inc.

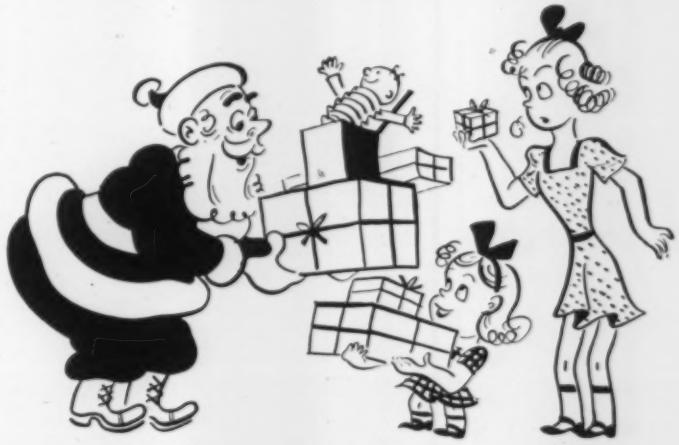
NO SANTA CLAUS IN CHRISTMAS (Ky.)!

We hate to disillusion you, but there ain't no Santy in Christmas (Ky.)! So—if you want to fill your sales sock, hang it up in the Louisville Trading Area, which accounts for 54% of all retail sales in the whole state! . . . With WAVE as St. Nick, you get complete coverage, low cost, and a *listening* audience—all yours for a Merry Christmas every day! Drop us a line—we'll send you the proof!

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K. C. . . . N. B. C. Basic Red

FREE & PETERS, INC.
National Representatives



In radio, too, it's Better to be Lower

Lucky little girl—she is learning the advantages of being "lower." In radio a lower frequency gets the breaks, too.

These facts are not disputable: Lower frequency equals longer wave-length, longer wave-length equals stronger signals. In New York WMCA occupies the prize frequency (570) with enough power to sell over 12,500,000 people economically.

WMCA

FIRST ON NEW YORK'S DIAL

FCC Follows Normal Policy in Grants Pending Definite Policy on Priorities

CONSIDERATION of new station and modification applications under normal procedure is planned by the FCC until definite policies are established in relation to availability of equipment under priorities established by other Governmental agencies, it was learned last week at the FCC.

At its regular meeting last Tuesday, the Commission considered its customary "flimsy" on cases ready for action on new stations, improved facilities and the like. The policy may be changed at any time, it was pointed out, depending upon availability of transmitters, antenna structural steel and other essential equipment.

First Wartime Grant

Basic policy, it is presumed, will be established by the Defense Communications Board which, under powers vested in it by the recent Executive Order signed by President Roosevelt [BROADCASTING, Dec. 15] is the virtual final arbiter on all communications activities.

At its meeting Dec. 16 the FCC en banc granted a new 100-watt local to Iowa Great Lakes Broadcasting Co., Spencer, Ia., to be operated on 1240 kc. fulltime. This is the first wartime new station grant.

A new assignment on the choice 790 kc. regional frequency was authorized by the FCC with the granting of a construction permit to WWNY, Watertown, N. Y., to shift from 1300 kc. and to increase its power from 500 watts to 1,000 watts, with hours increased from daytime to unlimited time. Simultaneously, the FCC set for hearing applications of WHEC, Rochester; WGRC, New Albany, and WKPT, Kingsport, Tenn., for assignment on 790 kc.

WSBT, South Bend, was granted a construction permit to increase power from 500 to 1,000 watts and make changes in its directional antenna for day and night use on 960 kc.

KOY, Phoenix, Ariz., was granted authority to increase its day power on 550 kc. to 5000 watts, continuing to use 1,000 watts at night.

WERC, Erie, Pa., was granted a modification to increase power from 250 watts day, 100 watts night, to 250 watts fulltime. on 1490 kc. WMVA, Martinsville, Va., was granted similar authority on 1450 kc.

EFFECTIVE with the December issue, NBC's monthly list of network advertisers is being released in three sections, covering the Red Network, Blue Network and Pan American Network advertisers.

DON'T DO THIS ▶

• • • to your aluminum records if you plan to have them recoated. A needlessly large percentage of records sent us for recoating must be sold as scrap, because the owners have attempted to obliterate the recorded program and have thus ruined the aluminum base.

There is no reason for destroying your recordings. They are never played. The thousands of records that arrive at our plant each week are immediately stripped, recoated and sent back to you. The better their condition when they arrive, the better your recoated records will be.

Store your records where they will not be dented or scratched. When you are ready to send them for recoating, order a box or two of Presto glass base discs. The wood cartons, in which the glass discs are shipped, make ideal containers for shipping back your aluminum records.

PRESTO RECORDING CORP.
242 WEST 55th ST. N.Y.

In Other Cities, Phone . . . ATLANTA, Jack. 4372 • BOSTON, Bel. 4510 CHICAGO, Har. 4240 • CLEVELAND, Ma. 1565 • DALLAS, 37093 • DENVER, Ch. 4277 • DETROIT, Univ. 1-0180 • HOLLYWOOD, Hil. 9133 • KANSAS CITY, Vic. 4631 • MINNEAPOLIS, Atlantic 4216 • MONTREAL, Wel. 4218 PHILADELPHIA, Penny. 0542 • ROCHESTER, Cul. 5548 • SAN FRANCISCO, Yu. 0231 • SEATTLE, Sen. 2560 • WASHINGTON, D.C., Shep. 4003

World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

CONGRATULATIONS for Noran E. Kersta (right) on his new position as manager of the NBC television department, are extended by NBC's Vice-President in Charge of Television, Alfred H. Morton. Mr. Morton is resigning from the network Jan. 1 to become chairman of the board of Civic Concert Service, which will be a subsidiary of the newly formed National Concert & Artists Corp.

Ziemer Addresses Club On Inception of Nazism

GREGOR ZIEMER, European commentator of WLW, Cincinnati, was the principal speaker at the meeting last Wednesday of the Radio Executives Club of New York, speaking from personal experience on "How Nazis Are Made". Mr. Ziemer, formerly foreign correspondent for the *Chicago Tribune*, *New York Herald-Tribune* and *London Daily Mail*, and for 11 years dean of the American School in Berlin, discussed the rise of Nazism and development of the National Socialist party as he observed it from its inception.

"The greatest sticking of heads in the sand in history was when the civilized nations of the world refused to recognize the progressively growing menace of Hitlerism in the days before he came to power in 1933," Mr. Ziemer declared.

Mr. Ziemer drew the largest attendance of the year to the Wednesday meeting. Guests included Fred Palmer, WCKY, Cincinnati; Cecil Carmichael, WLW; C. B. Locke, KFDM, Beaumont, Tex.; George Bond, General Electric Co.

A NEW transcription firm, known as Professional Arts has been opened in San Francisco at 428 O'Farrell St. Neg Monett, formerly of the *San Francisco News and* author of NBC programs, and Jack Schnetzler are the operators.

Marine Training

LICENSED amateurs or young men from 18 to 23 are offered free training to qualify for merchant marine duty in various capacities including radio operators, by the U. S. Maritime Commission, through the U. S. Employment Service of the Social Security Board and the 1,500 State employment offices affiliated with it. Trainees receive pay while learning, along with free transportation, clothing, food and quarters, with jobs at high wages available after training. Particulars may be procured from any State employment office or from the U. S. Maritime Commission, Washington.

Gerdy Joins COI

ROBERT GERDY, CBS trade news editor, has resigned, effective Dec. 19, to join the press division of the Office of Coordinator of Information. In his new position, he will work under Joseph Barnes, chief of the New York press division. Gerdy is the third CBS publicity staff-writer to leave for the Office of Information, Robin Kinkead and Alice Dannenberg having preceded him.

New Disc Firm

G. C. BIRD & ASSOCIATES, new Hollywood transcription production unit, has been established at 1745 N. Gramercy Place, with G. Curtis Bird as general manager. Firm will produce under trade-name seal of Dial-Dramas. Three new quarter-hour serials, of 39 episodes each, have been completed for sponsor consideration. Trio includes *Exclusive Story*, *Suspicion*, and *If I Had Been You!*

Bowl Game Plans

WITH announcement that the Rose Bowl game New Year's Day will be played in Durham, N. C., instead of Pasadena, NBC's report as an exclusive Red Network feature will come from Duke Stadium at 1:45 p.m., with Bill Stern at the microphone. The annual Shriners benefit game shifted from San Francisco to New Orleans, and from New Year's Day to Jan. 1, will be broadcast exclusively on Mutual, under sponsorship of Gillette Safety Razor Co., Boston.

BOOST YOUR SALES

Advertise over Central America's most modern stations

190,000 AMERICANS OF THE CANAL ZONE BUY AMERICAN

Rep.: Melchor Guzman Co. Inc.
9 Rockefeller Plaza, New York City

HOK-HP5K
640 Kc. 6,005 Kc.
Colon, Panama

Washington Center

(*Continued from page 10*)

n will function in acting as clear-
g house for Government pro-
rams has not yet been disclosed.
his plan has been under con-
deration for several weeks. Neces-
y for it arose with the tremen-
ous increase in demand for radio
me by Government agencies.

The need for cordination has ex-
ted for the last year, and net-
rks and stations alike have urged
solution. It has been pointed out
at the President himself invari-
ly seeks to avoid interference
ith regular program schedules by
ilizing time, wherever possible,
ring the late evening hours.

Although details of the coordi-
ating system have not been an-
unced, it is understood adminis-
ation will be in the hands of Wil-
am B. Lewis, CBS programs vice-
resident now on leave as radio
dvisor to OFF, and Douglas
eservey, formerly assistant to
ertha Brainard, manager of
BC's program and talent sales
epartment, now on leave to serve
ith Mr. Lewis. Also in the
icture is Dr. Frank M. Stanton,
BS director of research, on leave
o serve as a special consultant in
FF [BROADCASTING, Dec. 8], who
ill concentrate on surveys to de-
ermine public knowledge of the
ivilian defense program.

Schedule Problems

In place of plans espoused in
me Government quarters under
hich stations would be asked to
evote a certain period during the
ay to such programs as instruc-
on in air-raid precautions, it is
nderstood OFF may function ac-
ively in a "funneling" operation
hrough which such broadcast in-
rmation would be arranged for
ith an eye on the greatest effect
n listeners and the least disrup-
on of regular program schedules.
uch an operation would emphasize
e maintenance of present pro-
am schedules as nearly as pos-
ible to insure a listening audience
moments of crisis, it is believed.

The new Committee on Defense
formation, set up in mid-Decem-
r as an overall policy committee
r information on defense activity
f the nation, is made up of key
epresentatimes named by Govern-
ent agencies, and it will advise
FF "in its task of extending and
mproving the country's informa-
on on the defense effort".

With Mr. MacLeish as chairman,
mmittee members include James
Dunn, political relations adviser
the Secretary of State; Ferdi-
nd Kuhn, assistant to the Secre-
y of Treasury; John J. McCloy,
ssistant Secretary of War; Adlai
evenson, special assistant to the
ecretary of Navy; L. M. C. Smith,
ecial assistant to the Attorney
neral; Lowell Mellett, director
the Office of Government Re-
rts; Wayne Coy, liaison officer of
e Office of Emergency Manage-
nt; Oscar Cox, lend-lease coun-
; Capt. Robert E. Kintner, OFF.

NO 'KEY' PUBLICITY

News of Stations Considered As Restricted

STATIONS selected as "key" outlets by the various Interceptor Commands are advised by the FCC and the War Department that their selection is considered of a restricted nature and as such may not be publicized in any manner.

This is pointed out in instructions for stations going off the air in case of air raids sent out by the FCC.

Both the War Department and the FCC point out that such information would give "aid" to the enemy and must be closely guarded. In other words, no mention may be made in any promotional activity, on the air, in house organs or otherwise that a station has been designated as a key.

Kastor Agency Changes

EDWARD ALESHIRE, formerly radio director of Sherman K. Ellis & Co., New York, and before that a vice-president of Benton & Bowles, Chicago, and manager of the radio departments of Lord & Thomas and Blackett-Sample-Hummert, Chicago, has joined H. W. Kastor & Sons, Chicago, as executive of the Procter & Gamble (Teel) account. William H. Kearns, vice-president of H. W. Kastor & Sons, will transfer from Chicago to New York where he will be executive in charge.

Mr. Aleshire

GM Group's Program

INLAND MFG. DIVISION of General Motors Corp., Dayton, on Dec. 24 will sponsor a half-hour program on CBS featuring Christmas music as sung by a chorus made up of 100 children of the company's employes. The group was formed in 1936 by Richard Westbrook, its present conductor, as the result of annual Christmas parties given by the sponsor at which the children sang carols.

365,000 people make the Youngstown metropolitan district the third largest in Ohio.

WFMJ

Has more listeners in this rich market than any other station.

Headley-Reed Co.
National Representatives

Larmon, LaRoche Given Higher Posts at Y&R

SIGURD S. LARMON on Jan. 1 will succeed to the presidency of Young & Rubicam, New York; Chester J. LaRoche, now president, will become chairman of the board and chief management officer, and Raymond Rubicam, now board chairman, who made the announcement of the personnel changes last week, will become chairman of the executive committee. This committee, responsible for the policies of the agency, will have as members in addition to Mr. Rubicam, Messrs. LaRoche, Larman and J. H. Geise, treasurer.

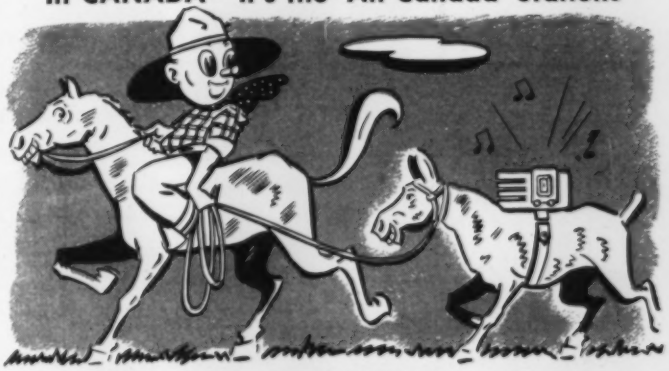
Mr. Larmon has been with Y & R 13 years, first as an account executive and for the last 10 years as a vice-president of the company with supervision of a number of accounts and in charge of new business. Before joining the agency Mr. Larmon was an account executive with N. W. Ayer & Son, and formerly served as sales manager of Western Clock Co. and district manager of Columbia Phonograph Co.

Net Show Planned

AMERICAN HOME PRODUCTS Corp., Jersey City, is looking for a half-hour, five-time weekly spot for a new network show. Blackett-Sample-Hummert, New York, agency in charge, is making inquiries for availabilities, but has not yet set up detailed plans.

PERFORMANCE
COUNTS MOST
AND COSTS LESS
WITH LINGO
Into Lingo designing has gone the finest engineering skill and modern antenna engineering. The result—"plus" performance combined with low installation and maintenance costs.
199 ft. (above roof) Radiator at WIBM, Jackson, Mich. Another example of Lingo versatility to meet every station need.
LINGO
VERTICAL
TUBULAR STEEL
RADIATORS
JOHN E. LINGO & SON, INC., CAMDEN, N. J.

In CANADA—It's the 'All-Canada' Stations



THE RICH CANADIAN WEST
LISTENS TO 'ALL-CANADA' STATIONS

Spotted in the best markets of the thriving West—assuring you listener preference in each locality they serve—programmes all over the 'All-Canada' radio stations get results every time. Merchandising and programme assistance if and where you want it!

Ask your advertising agency or All-Canada representative for coverage data and rates

THE ALL-CANADA 'WESTERN GROUP'

British Columbia		Edmonton ..... CJCA	**Manitoba**
Trail ..... CJAT		Grande Prairie ..... CFGP	Winnipeg ..... CJRC
Kelowna ..... CKOV		Lethbridge ..... CJOC	
Vancouver ..... CKWX			
Victoria ..... CJVI		**Saskatchewan**	
Kamloops ..... CFJC		Moose Jaw ..... CHAB	
Alberta		Prince Albert ..... CKBI	
Calgary ..... CFAC		Regina ..... CKCK	

ALL-CANADA

Exclusive Representatives

U.S.A.-WEED and COMPANY

CANADA—All-Canada Radio Facilities Limited

MBS Only Net to Insert War Clause

Others Lack Requests; Increase in Demand For Time Noted

MBS announced last week that, effective immediately, the following "war clause" will be inserted into all new contracts for commercial programs on the Mutual network and will be attached as a rider to all previously signed contracts for programs now being broadcast on this network:

"If the advertiser's business in the product to be advertised hereunder shall be substantially curtailed or substantially interfered with by reason of the existence of the state of war between the United States and any other government, then the advertiser shall have the right to terminate this contract by giving to MBS at least two weeks prior written notice of his intention to do so. Such notice must be given by the advertiser not later than two weeks after the business of the advertiser shall have been so curtailed or interfered with."

Others Unchanged

The other coast-to-coast networks at the week's end had not followed Mutual's lead and were still maintaining their usual contract provision for cancellation of commercial programs only at the end of 13-week periods. NBC reported that it had had no requests for "war clauses" since the United States has been at war and CBS stated that the few requests it had received had been rejected.

MBS said that none of its advertisers had invoked the war cancellation privilege to date, although one motor car manufacturer had allowed his program to terminate on the expiration date instead of extending the contract as had previously been planned.

It was generally agreed that the agitation among advertisers and agencies for war cancellation clauses has been much less strident than was the case in the fall of 1939 when Europe was plunged into war. At that time a number of advertisers tried unsuccessfully to get such clauses into their network contracts, but as the war progressed the demands for them dwindled almost to none at all, it was reported.

The situation regarding talent contracts differs from that of the contracts for facilities, the majority of a score of New York advertising agencies interviewed by BROADCASTING reporting that war clauses have for some time been included in their contracts with the stars of their radio programs.

No provision for wartime cancellations is made in the Code of Fair Practice and accepted by the agencies, but this covers only the payment of minimum scale and does not apply to such stars as Helen Hayes, whose CBS Sunday night series will terminate Dec. 28 as a result of the first invocation of a war clause.

Two Cancellations

Miss Hayes' sponsor, Thomas Lipton Inc., is withdrawing the program because of the uncertainties of shipping tea from Ceylon to America. Following the final Helen Hayes broadcast, the half-hour period will be filled with a news show until the completion of the 13-week cycle, Young & Rubicam, Lipton agency, stated.

Only other wartime cancellation learned of as yet is that of the Chilean Nitrate Educational Bureau, whose spot campaign of 30-minute transcriptions of *Uncle Natchel* on 18 stations in the Southeast will close Jan. 5 due to the war demands for nitrate and the uncertainties of getting delivery. This campaign is handled by O'Dea, Sheldon & Canaday, New York.

Jim Crowley's quarter-hour reports of the White House Conferences, broadcast twice weekly on MBS under sponsorship of Chrysler Sales Division, will terminate at the end of the contract, which will not be renewed as had been expected, and the M & M Candy Co. has given up its idea of starting a network program in January as contemplated, but these constitute changes in plans rather than actual cancellations. Lord & Thomas, New York, handles the M & M account; the Chrysler program was placed through Lee Anderson Adv. Co., Detroit.

Another radio loss that might be charged up to the war, although it occurred in November while this country was still at peace, is that of the Jimmy Fidler program on MBS, sponsored by the Tayton Co., Los Angeles cosmetic manufacturer, which withdrew because of trouble in obtaining priorities for the brass used in the company's lipsticks and paper for cartons, according to BBDO, New York, agency in charge.

Spot Flexibility

Leading station representatives in New York, also queried by BROADCASTING, reported a few requests for war clauses by advertisers and most of these, the representatives stated, had been made months ago. By and large, however, the extreme flexibility of spot broadcasting, with two-week cancellation notices the rule, offers the advertiser all the protection he requires and most of the reps said that they had had no demands for war clauses.

On the contrary, they stated that the only demands advertisers are making on them is to clear more time for their spot campaigns with news periods and announcements adjacent to news periods being most sought.

WOR, New York, also stated that it has received numerous requests for comedy shows, indicating, according to the WOR sales executives, that some advertisers at least are looking beyond the immediate supreme listener interest in news to the time when the public will be turning its radio dials for entertainment which will aid it to escape for a short time from the grim realities and to recuperate through laughter.

Quick Changes

The consensus of broadcasters, agency men and representatives alike was that for the present at least radio is in no danger of losing any appreciable part of its revenue. Indeed, at the moment, business is on the upswing for broadcasting, in sharp contrast with such advertising media as outdoor with its billboards blacked out for miles of countryside because of the impossibility of otherwise darkening the roadside signs when air attack is threatened, and monthly magazines, whose closing dates are too far ahead of publication to permit changes in copy.

Radio's flexibility, which will permit if need be the rewriting of a closing commercial while the pre-

D.S.—Minute Man

DAVID SARNOFF, president of RCA and chairman of the board of NBC, has been named chairman of the National Radio Minute Men Organization, established in connection with the Treasury Defense Bond and Stamp campaign. As chairman of the group, Mr. Sarnoff will select well-known Americans to act as Minute Men on network broadcasts. They will speak for one minute on such programs, plugging bond and stamp purchases. Radio Minute Men also are selected in each city in the country to make similar speeches over local stations.

WE EXTEND OUR SINCERE GREETINGS AND BEST WISHES FOR A MERRY CHRISTMAS AND A HAPPY NEW YEAR.

KWKH and **KTBS**

50,000 WATTS · CBS — 1000 WATTS · NBC RED

The Shreveport Times Stations

SHREVEPORT, LOUISIANA

REPRESENTED BY THE BRANHAM COMPANY

$90,000,000.00 for National Defense in Portsmouth harbor area.

10,000 workmen in Navy Yard alone—

Retail sales highest in history —

WHEB

Portsmouth, New Hampshire

Nat. Reps.: JOSEPH HERSHEY McGILLVRA

Boston Rep.: BERTHA BANNAN

ram is in progress, is making this edium more attractive now than ver before to many advertisers, it as stated. The same condition exts to a lesser degree in newspaers, which are also securing increasing linage from advertisers.

It was generally agreed, morever, that in most cases the ability o make last-minute copy changes s of much greater importance than he right to cancel a program seies on short notice, as in almost very instance the advertiser would ave enough material on hand to ontinue sales and advertising for nother 13 weeks after his supply f raw material had been shut off.

The example was cited of a watch anufacturer who imports his echanisms from Switzerland and ho a year ago was insisting on ar clauses in his contracts for raio time, yet who has not to date urtailed his radio advertising in he slightest.

* * *

ASSURANCE of cooperation has een given broadcasters by a numer of national advertisers and dvertising agencies in the effort y the industry to offer every faility to the Government and at he same time maintain schedules, nsofar as possible.

D. D. Davis, president of General Mills, Minneapolis, in a short address at the conclusion of *Valiant Lady* daily episode on NBC-Red, said, "We have informed executives f all radio networks which carry our programs that they are at liberty to cancel programs at any ime when news bulletins of public nterest become available.

Fibber Needed

On the *Fibber McGee & Molly* rogram on NBC-Red, H. F. Johnon Wax Co., Racine, sponsors of he program, stated that "the makrs of Johnson's wax and Glo-coat elieve it is in the public interest o continue programs as entertaining as *Fibber McGee & Molly*. They ave a place in our national morale."

Freeman Keyes, president of Russel M. Seeds Co., said, "There s no doubt that the war is going o affect advertising along with ther business. Advertisers are going to have to adjust themselves o last minute changes of schedules nd in general enter into a very ooperative attitude with the broadasting companies, magazines and ewspapers. Insofar as our company is concerned, immediate billng should not be materially affected one way or the other. The proucts we advertise are staple items not generally affected by changing conditions, and at the moment we know of no serous priority problems."

It was learned that the W. A. Shaeffer Pen Co., Madison, for which the Seeds agency directs radio advertising is at present issuing 1942 contracts for spot announcements on an extensive list of stations.

Regardless of whether a manufacturer can secure raw materials necessary to produce his own trade marked goods," Mr. Keyes said, "we believe he should continue to advertise his company, his company name, and his product name before the product.

One leading Chicago agency has worked out an agreement with the networks whereby it will not request time rebates if its programs are interrupted by news reports, providing the interruption comes within the entertainment period of the program. If the break should come during the commercial a time rebate will be requested. Other agreements whch will be equitable to both the networks and the agencies are being worked out.

MAIL LIKE THIS giant plywood postcard was received by WAIM, Anderson, S. C., from 250 cadets of Company B-2 at Clemson. It was signed by each of the 250 cadets and required $2.08 in postage. Cadets had followed Clemson football games, sponsored by Coca Cola Bottling Co. and Brissey Lumber Co. Oh yes, that's Edith Hall, of the WAIM continuity department, at the right.

Historic Teletype

WHN, New York, recently called AP and put in an order for installation of an AP teletypewriter. The station was informed that none was available at the moment, perhaps in a day or so. Then a call back. AP had the machine. Questioned on the promptness of the response AP replied the machine had just been brought up from the Japanese Embassy in Washington!

E. K. WHEELER, formerly of WWJ, Detroit, has been appointed manager of W45D, *Detroit News* FM station, by W. J. Scripps, general manager of WWJ, which operates W45D.

JUMP IN LISTENING
WOR Survey Shows How Nation Turned to Radio

LISTENING by New Yorkers who were at home on the afternoon of Dec. 7 jumped at least 60% between 2:26 p.m., when the news that the Japs had attacked Pearl Harbor was first flashed, and 4:15 p.m., it has been revealed by Joseph Creamer, head of the promotion department of WOR, New York. This sidelight on human behavior is based on data collected by Crossley interviewers who happened to be making their regularly scheduled personal interviews for the "WOR Continuing Study of Radio Listening in Greater New York" at the time the news broke.

Before the flash came over the air, the interviewers found about one-third of the residents of the metropolitan area who were at home had their sets turned on. Two hours later this number had increased to over half of all people at home, with listening increasing rapidly each quarter-hour as the news spread.

AGENCY Appointments

BRITISH GOVT., Ministry of Labor, London, to J. Walter Thompson Co., London, to handle advertising for enlistment of women in munitions work.

PURE FOOD Co., Mamaroneck, N. Y. (foods and seasonings), to J. M. Mathes Inc., New York. Plans not yet formulated.

GLOBE MILLING & GRAIN Co., Los Angeles, a division of Pillsbury Flour Mills Co., to McCann-Erickson, that city.

GORDON MFG. Co., Los Angeles (germicidal lamps), to Hillman-Shane-Breyer Inc., that city.

WEINTRAUB BROS. & Co., Philadelphia (uniforms), to Adrian Bauer Agency, Philadelphia.

NATIONAL FOAM SYSTEM, Philadelphia (fire prevention equipment) to Oswald Adv. Agency, Philadelphia. W. D. Lindsey is account executive.

TIOGA MILLS Inc., Waverly, N. Y. to Wm. Spitz Adv., Syracuse.

Regent on MBS

JERRY YAWNE, baritone, and Ted Straeter's orchestra will be featured on the quarter-hour musical series to start Jan. 5 under sponsorship of Riggio Tobacco Corp., Brooklyn, for Regent Cigarettes [BROADCASTING, Dec. 1]. Program, to originate in New York, will be aired on 16 MBS stations, Monday, Tuesday and Wednesday, 10:30-10:45 p.m. Agency is M. H. Hackett Inc., New York.

Bryan Donates Books

GEORGE BRYAN, CBS newscaster heard daily at 9 a. m., has sent his entire collection of text books on navigation and seamanship, collected as a hobby in his spare time, to the Naval Training Center Library to be used as research books for students.

BALLANTINE
THREE RING TIME
with
CHARLES LAUGHTON
MILTON BERLE
SHIRLEY ROSS
BOB CROSBY'S BAND
Now on
5,000 Watts Day and Night **WING** NBC Red and Blue Nets
DAYTON, OHIO
Nat. Rep., Paul H. Raymer

A Selling-Combination in the Capital Triangle
PROGRAM POPULARITY PLUS STRONG SIGNAL!
WTRY
1000W TROY, N. Y. 980KC
Basic N B C Blue
An H. C. Wilder Station
Represented by Raymer

WCAR
We've Got
POWER 1000 Streamlined Watts
PROGRAMS Built by a Big Time Production Staff
COVERAGE That Hits Into Widespread Industrial & Rural Markets
LISTENERS With Money to Spend Who Prefer WCAR
all at LOW COST!
GET THE FACTS FROM WCAR
PONTIAC • MICH
BY THE FOREMAN CO. NATIONAL REPS
CHICAGO • NEW YORK

ARIZONA'S FIRST STATION
First with Listeners
First on the Dial
KOY CBS 550 KC.
KOY carries more hours of network commercial than any other Arizona station.
PHOENIX
JOHN BLAIR & COMPANY
Affiliate Station WLS Chicago

WHBF
AFFILIATE OF ROCK ISLAND, ILLINOIS ARGUS
Basic Mutual Network Outlet
FULL TIME 1270 K C
THE 5000 WATT
Voice of the Tri-Cities
ROCK ISLAND • DAVENPORT • MOLINE

WRNL
ALWAYS RINGS THE
BELL
IN RICHMOND, VIRGINIA
NBC BLUE • 1000 WATTS

Defense Keynotes FCC Activity in Year

Annual Report Reviews Marked Expansion In Its Scope

NATIONAL DEFENSE was the FCC keynote during the 1941 fiscal year, according to the FCC's annual report released Dec. 21. The report made no legislative recommendations to Congress but said some recommendations may be advanced later, growing out of such proceedings as the newspaper-ownership inquiry.

Emphasizing functions of the Defense Communications Board, the FCC report listed functions of such new organizations as the National Defense Operations Section and the Foreign Broadcast Monitoring Service. It called attention to increased activity in the international broadcast field and technical developments such as frequency modulation and television.

50,000,000 Receivers

As of Nov. 1, 1941, the report showed, 915 standard broadcast stations were in operation or under construction—877 and 38, respectively—with an estimated 50,000,000 receivers serving the listening audience. Authorized during the year were 68 new stations. It was pointed out that in addition to an extension of the license period for standard broadcast stations from one to two years, operation aspects were substantially improved through the March 29 reallocations under the North American Regional Broadcasting Agreement.

In a letter of transmittal for the 66-page printed report FCC Chairman James Lawrence Fly stated that because of the war situation, the scope of the document had been extended to include developments up to the present state of war rather than limiting information as of June 30, 1941.

Among events during fiscal year 1941 were the network-monopoly regulations, the newspaper-ownership inquiry, the oral arguments on proposed rules against multiple ownership, along with hearings on such developments as FM and television.

On the FCC's national defense activities the report stated:

"Solving the many communications problems arising from the nation's defense effort is a primary concern of the FCC. The rapid expansion of the Army and Navy, especially their air forces, the development of civilian defense plans and projects, the rise of new and perilous conditions on the high seas, the interruption of all direct cable service to the continent of Europe (the United Kingdom, Eire, and the Azores excepted), the need for adequate presentation of United States broadcasts via shortwave to other countries, especially in Latin America, the increase in telephone, telegraph, and radio communications traffic concurrent with the defense program—these and a variety of other developments during the past year have profoundly affected the day-to-day business of the Commission.

Two New Sections

"No part of the Commission's work has been left unaffected by emergency requirements, and two new sections—the National Defense Operations Section and the Foreign Broadcast Monitoring Service—have been established to meet particular defense needs.

"In addition to aiding in the development of new facilities and services as part of the defense effort, the Commission has been concerned with forestalling any possible misuse of existing facilities." Amateur radio communications here and abroad and the use of portable long-distance transmitters by amateurs were banned as war started; a nation-wide system of 24-hour monitoring stations has been established, each station policing a particular area much as a policeman patrols his beat; the citizenship of operators and of many communications employes is being checked; and international carriers are being required to keep on file originals of all overseas cable and radio communications.

Tips Received

Foreign Broadcast Monitoring Service, set up Feb. 26 by the FCC in cooperation with DCB, is now actively translating, transcribing, analyzing and reporting on from 600,000 to 900,000 words transmitted daily by foreign broadcast stations throughout the world, the report estimated. Operating on a 24-hour every-day basis, FBMS personnel carefully watches for intelligence and trends in broadcast speeches, news and entertainment from foreign countries, reporting immediately to Government officials responsible for counter-propaganda or other action, if necessary, it was explained.

"The importance of listening in on foreign transmissions is attested in the fact that propaganda instigated abroad almost invariably follows the example set in shortwave broadcast, but follows it with a lag," the report declared. "Almost every political, diplomatic, or military move is presaged by shifts in propaganda treatment. Consequently, through study of the shortwave 'model' it is often possible to predict such moves. A new course in policy can be reflected in broadcasts long before it is announced officially, or rumored in the press. For example, the altered tone of certain foreign broadcasts gave the first indication that Japan intended to occupy Indo-China.

A Steady Watch

"Monitors record major foreign broadcasts, and information about content significant either from the intelligence or propaganda point of view is flashed immediately to appropriate Government officials. Decentralization of the FBMS force makes each listening post, in effect, a complete unit in itself, with engineers, translators, transcribers, stenographers, and persons who prepare reports. Thus each can tackle an overseas broadcast as quickly as it is recorded. However, all analysis work is done at

"From this central office, pertinent information is dispatched to a selected list of military and other Government officials in the form of spot bulletins, daily reports with overall content and analysis, weekly summaries of propaganda methods on the long-range basis, and special reports and analyses."

"FBMS is on continual watch for significant news not available in the regular press and radio dispatches, as well as news and comment directed against the United States."

FCC personnel was listed as 775 in Washington, including 257 NDO employes, and 613 in the field, including 424 NDO, practically all of whom were Civil Service employes. Appropriations for the FCC during the fiscal year 1941 totaled $4,126,340, including $1,750,000 for national defense activities, and $175,000 for relocation of monitoring stations.

The report stated that at the beginning of the fiscal year there were pending 12 cases to which the FCC was a party, 10 in the U. S. Court of Appeals and two in the Supreme Court. During the year five additional appeals were taken to the Court of Appeals from FCC decisions, making a total of 15 caes pending in that court. Of the 15 cases, 12 were dismissed and three were pending at the close of the fiscal year, the report indicated.

Reemphasizing the FCC'e official stand of "no censorship", the report declared:

"The Commission has emphasized frequently that it exercises no power of censorship over radio communications. However, the Commission is concerned to see that licensees use their power of program selection in the public interest. It is especially concerned with the maintenance of well-rounded rather than one-sided presentations of controversial public issues. It welcomes complaints when verified."

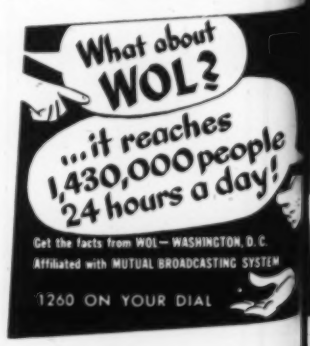
OPERATION FATAL TO VICTOR DALTON

VICTOR DALTON, 50, owner of KMTR, Hollywood, died late Thursday night at Queen of Angeles Hospital, Los Angeles. Death came following an operation for a malignant ailment. He had entered the hospital four weeks ago.

A pioneer in Southern California broadcasting, Mr. Dalton about 15 years ago acquired KMIC and KGFH in Glendale, Cal. The former station later became KRD, Los Angeles. Later he bought KMTR from Frank Doherty, the present owner of KRKD. Mr. Dalton also operated Radio Newsreel Service, syndicated news transcription service, and was owner of Dalton Auto & Furniture Loan Co.

Surviving Mr. Dalton is his wife Leona Valde Dalton. Funeral services had not been announced when BROADCASTING went to press.

WBNX NEW YORK
THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.
5000 WATTS Directional
OVER METROPOLITAN NEW YORK


What about WOL?
...it reaches 1,430,000 people 24 hours a day!
Get the facts from WOL— WASHINGTON, D.C.
Affiliated with MUTUAL BROADCASTING SYSTEM
1260 ON YOUR DIAL

Clause for Six-Month Return Is Sought in New Seizure Bill

APPROVAL last Friday by the House of a bill (HR-6263) extending the war emergency powers of the President under Section 606 of the Communications Act to wire communications systems, but with a clause requiring return of such facilities six months after the termination of war or the threat of war, had prompt repercussions in the broadcasting industry. Another provision of Section 606, granting the President broad powers to take over radio facilities, does not carry the six-month termination clause. With the measure now in the Senate, it was indicated that steps promptly would be taken to revise Section 606 to give similar protection to radio. While there is no thought of taking over broadcasting facilities of any character, it was nevertheless felt in industry circles that the protection afforded wire communications under the House amendment should be extended to the broadcasting field.

Hearings Slated

Hearings probably will be held before the Senate Interstate Commerce Committee next week. The bill as passed by the House was introduced by Chairman Lea (D-Cal.) and superseded a measure (HR-6231) which he had introduced Dec. 12. The former bill, rewritten in committee, would have placed wire communications under Section 606 (c) of the Act, which deals with radio stations.

DCB-FCC Chairman James Lawrence Fly had advised the House committee in executive session Dec. 17-18 that the DCB and FCC had no intentions of taking over the telephone industry or any other field of wire communications. He has repeatedly given the broadcasting industry similar assurances. The whole idea of Government control during wartime is based on the desire to create the least interference possible with private operation, he said. On Dec. 10 the President, by executive order, transferred to the DCB all of his functions under Section 606 [BROADCASTING, Dec. 15].

The House bill specifies that upon proclamation by the President that there exists a state or threat of war involving the United States, the President, if he deems it necessary in the interest of national security and defense, may, "during a period ending not later than six months after the termination of such state or threat of war and not later than such earlier date as the Congress by concurrent resolution may designate" perform acts ranging from suspension and amendment of rules and regulation to commandeering of wire facilities upon just compensation to the owners.

Westinghouse Shifts

W. GORDON SWAN, traffic manager of WBZ-WBZA, Westinghouse stations in Boston-Springfield, has been named program manager of the stations, according to C. S. Young, acting general manager. He succeeds John F. McNamara who assumes the new post of director of educational and religious activities. Mr. Swan has been with Westinghouse since 1924 and Mr. McNamara since 1930. The post of traffic manager remains vacant for the present.

MBS Suit Is Rumored Against Blue Network

RUMORS of an impending suit to be brought by MBS against NBC over the allegedly illegal operations of the Blue network which have resulted in purported loss of business by MBS were current in New York radio circles last week, although executives of both networks declined to comment.

The general belief was that if MBS should decide to bring such a suit, it would probably take no action until Jan. 12, date the statutory three-judge court in New York is to hear the petitions of NBC and CBS for a temporary injunction restraining the FCC from putting into effect its chain-monopoly regulations. MBS has entered into the case in support of the FCC.

MBS, according to these reports, will sue for $10,000,000 damages, charging that the time option clauses in NBC's contracts with its affiliate stations are in violation of the Federal anti-trust law and that NBC's application of these clauses has harmed MBS illegally. As a major proof of its claim MBS is expected to cite the Ballantine *Three Ring Time* program which last week moved from MBS to the Blue. This switch, according to Mutual, was caused largely by the Blue exercising its option and withdrawing from the Mutual network for Ballantine the stations which were also Blue affiliates, amounting to about 30% of the list, MBS stated at the time.

Government Buys GE Transmitter

Shipped to KSFO for Use In Shortage Programs

CUTTING through red tape, the Government has purchased from General Electric Co. its 100,000-watt shortwave transmitter, used by WGEO at Schenectady, for approximately $150,000 and is shipping the plant to San Francisco for use in reaching the Far East.

Associated Broadcasters Inc., operating KSFO, San Francisco, headed by Wesley I. Dumm, will install and operate the new station but the transmitter will be the property of the Office of Coordinator of Defense Information, headed by Col. William J. Donovan. It may be sold later to Mr. Dumm when a permanent site is procured, or otherwise disposed of by the Donovan Office.

Priority Obstacle

The transaction, marking the first time the Government has purchased a transmitter for a private operator, was held as a necessary step in order to improve shortwave service to the Orient. At present only one station — GE's KGEI in San Francisco — is serving that area.

Difficulties encountered by Mr. Dumm in connection with procurement of a transmitter resulted in action of the Donovan Office, which is coordinating shortwave broadcasting. The project, from its start last fall, was strongly advocated as a national defense measure to counteract Axis propaganda. Mr. Dumm volunteered to install the station.

As GE's engineers in Schenectady are dismantling the 100,000-watt transmitter, Associated engineers on the Coast are preparing for installation at the temporary location. They hope to have the transmitter working full-blast by mid-January. The station was granted a series of shortwave assignments last October, shared with eastern outlets, at the behest of Col. Donovan.

GE announced last Friday it had sold the WGEO transmitter to the Donovan Committee. WGEO will use an auxiliary 50,000-watt transmitter for programs to South America, with replacement construction of another 100,000-watt transmitter contemplated.

Announcement of the transmitter sale came only a few days after Leland Stowe, foreign correspondent of the *Chicago Daily News*, reported from Chungking that an Axis propaganda blitz in the Far East had caught the United States flatfooted. The OCDI, however, had been working on details for the new shortwave station on the Coast for several weeks evidently recognizing the need for additional American shortwave service to the Far East.

KTAR-PHOENIX
BUYS
"IMPERIAL LEADER"
The transcribed story of the life of Winston Churchill
52 Thrilling Episodes
For information write or wire
Kasper-Gordon Inc., 140 Boylston St. Boston, or Howard C. Brown Co. 6418 Santa Monica Blvd., Hollywood

KINY
"The Friendly Voice of the Capital"
"Do You Know"
Alaska has the greatest potential pulp industry of the world—indicative of the Territory's untapped resources. KINY can add this market to your list.
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SPOTS!
FLOUR
WHERE THEY'LL DO THE MOST GOOD!
TEXAS' BOOMING GULF COAST INDUSTRIAL AREA
560 KC 1000 WATTS NBC BLUE FULL-TIME
KFDM
BEAUMONT
Represented by HOWARD H. WILSON COMPANY

Showmanship THAT WINS Intermountain Audiences
KDYL
The POPULAR Station
NBC RED NETWORK
National Representative
JOHN BLAIR & CO

ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

DECEMBER 13 TO DECEMBER 19 INCLUSIVE

Deccisions . . .

DECEMBER 16

NEW, Iowa Great Lakes Broadcasting Co., Spencer, Ia.—Granted CP new station 1240 kc 100 w unl.

WERC, Erie, Pa.—Granted modification license 250 w D & N.

WMVA, Martinsville, Va.—Granted construction permit 250 w N.

KOVO, Provo, Utah—Granted consent voluntary assignment license to KOVO Broadcasting Co. in which assignor will have 85% interest for consideration of 60,000 shares common stock of assignee and assumption by assignee of present liabilities.

WSBT, South Bend, Ind.—Granted CP increase 1 kw directional and equipment changes.

KOY, Phoenix—Granted CP new transmitter increase 5 kw D.

WWNY, Watertown, N. Y.—Granted CP change 790 kc increase 1 kw hours to unl. move transmitter directional N.

DESIGNATED FOR HEARING—**WHEC, Rochester,** CP change 790 kc increase 5 kw D & N install directional move transmitter; **KFSD, San Diego, Cal.,** modific. CP re antenna approval and operation present transmitter site with type change; **WSJS, Winston-Salem, N. C.,** modific. CP move transmitter directional changes increase 5 kw D & N; **NEW, Genesee Broadcasting Corp., Flint, Mich.,** CP new station 600 kc 1 kw unl directional D & N; **NEW, WTBS Radio Co., Toledo, O.,** CP new station 600 kc 1 kw unl directional D & N (consolidated hearing with WSJS and Genesee); **WGRC, New Albany, Ind.,** move transmitter change 790 kc increase 1 kw N 5 kw D new transmitter-directional N; **WKPT, Kingsport, Tenn.,** CP change 790 kc increase 1 kw D & N new transmitter and directional (consolidated hearing with WGRC).

NEW, Globe-Democrat Publishing Co., St. Louis—CP new FM station placed in pending file under Order 79.

NEW, Wayne R. Nelson, Conord, N. C.—Granted CP new station 1 kw D 1410 kc.

Applications . . .

DECEMBER 18

WTBO, Cumberland, Md. — Acquisition control thru sale 49.6% common stock from Leon E. Pamphilon to Frank W. Becker.

WJZ, New York—Voluntary assignment license to Radio Corp., of America.

WENR, Chicago—Same.

KGO, San Francisco—Same.

NEW, Eastern Pennsylvania Broadcasting Corp., Scranton, Pa.—CP new station 590 kc 5 kw D & N directional N.

WHK & WCLE, Cleveland; WHKC, Columbus—Authority transfer control from Plain Dealer Publishing Co. to Forest City Publishing Co. (holding company thru liquidation of former).

KFEL, Denver, Col.—CP increase 5 kw N 10 kw D directional, equipment changes.

War Baby

FIRST wartime grant of a new station was authorized last Tuesday when the FCC issued to Iowa Great Lake's Broadcasting Co., a construction permit for local facilities in Spencer, Ia. Assigned was 100 watts fulltime on 1240 kc. Principals in the permittee company are Lawrence W. Andrews, Iowa state employe and director for old age assistance and aid to the blind, vice-president and 30.2% stockholder; Lyle W. Nolan, Ruthvian (Ia.) theatre owner, secretary-treasurer, 10%; and Robert G. Lexvold, assistant bank cashier, president, 7.7%. Balance is held in small portions by various local citizens. Spencer, located in Northwest Iowa, has a population of approximately 6,000.

CLEARS CONSIDER SERVICE TO NATION

HOW CLEAR channel stations, with their city and rural audiences, can best serve the country during the war was the main topic of the annual meeting of the Clear Channel Broadcasting Service in Nashville last Thursday.

Sixteen independently - owned Class I-A stations reviewed their program of the past ten months on the basis of a report presented by Victor Sholis, director of CCBS. Experiences of the stations since Dec. 7 were related and advice exchanged.

Edwin W. Craig, directing head of WSM, Nashville, presided as chairman. Attending also were Louis G. Caldwell, Washington attorney; Lee B. Wailes, KDKA, Pittsburgh; James E. Moroney, WFAA - WBAP, Dallas-Fort Worth; Carl J. Meyers, WGN, Chicago; Mark Ethridge, W. Lee Coulson, and Orrin Towner, WHAS, Louisville; P. M. Thomas, WJR, Detroit; James D. Shouse and James Rockwell, WLW, Cincinnati; J. Leonard Reinsch, WSB, Atlanta; Harry Stone and Jack DeWitt, WSM, Nashville; Col. B. J. Palmer, J. O. Maland, William M. Brandon, Ralph M. Evans and Paul Loyet, WHO, Des Moines, and Rev. F. A. Cavey and W. H. Summerville, WWL, New Orleans.

Poll of Radio Editors Picks Hope as Champion

BOB HOPE, heard on MBC-Red, has been named "champion of champions in *Motion Picture Daily's* sixth annual poll of radio editors. Second and third were Jack Benny and Bing Crosby. Red Skelton was named the season's outstanding new star and leading comedy team was Fibber McGee & Molly. All are heard on the Red.

Bob Hope and Fanny Brice are leading comedian and comedienne, best M. C. is Bing Crosby, also leading male vocalist (popular). Dinah Shore is top female vocalist (popular), while favorite classical singers were Richard Crooks and Gladys Swarthout. Other winners include: H. V. Kaltenborn, commentator; Bill Stern sports; Guy Lombardo, band dance (sweet); Glenn Miller (swing); Leopold Stokowski, symphonic; *Lux Radio Theatre* (dramatic program, different plays); *One Man's Family* (dramatic program, same cast and characters); *Kraft Music Hall*, variety; *Information Please*, quiz; *Let's Pretend*, children's; *Vic & Sade*, daytime serial; CBS *School of the Air of the Americas*, educational; CBS *Spirit of 41*, special events.

Carpenter to Treasury

KEN CARPENTER, former sales manager of NBC central division, has joined the defense savings staff of the Treasury to aid in sales promotion in radio and newspapers of the Midwest.

Gulf's Relief Fund

GULF OIL Corp., Pittsburgh (gas & oil), with its recent renewal through April 19 of *Screen Guild Theatre*, will have given a total of $1,120,000 to the Motion Picture Relief Fund. Company pays $10,000 weekly to the fund which is being used to build the Motion Picture Country House in San Fernando Valley, Cal.—a home for workers from all branches of the film industry who can no longer provide for themselves. Hollywood actors, producers and writers donate their services. Program, heard Sunday, 7:30-8 p.m. on 80 CBS stations, started in January, 1939, and to date has earned for the fund $920,000. Young & Rubicam, New York, is agency.

Network Accounts

All time EST unless otherwise indicated.

New Business

INTERNATIONAL SALT Co., Scranton (Sterling salt), on Jan. 10 starts *Ted Steele & Allen Prescott* on 20 NBC-Red stations, Sat., 10:30-10:45 a.m. Agency: J. M. Mathes Inc., N. Y.

KRAFT CHEESE Co., Chicago (Parkay), on Jan. 4 will start a repeat of *The Great Gildersleeve*, on 8 Pacific NBC-Red stations, 11-11:30 p. m. Agency: Needham, Louis & Brorby, Chicago.

EMERSON DRUG Co., Baltimore (Bromo-Seltzer), on Jan. 8 starts *Ellery Queen* on 17 NBC-Red stations, Thurs., 7:30-8 p.m. Pacific Coast, Sat., 12 midnight to 12:30 a.m. Agency: Ruthrauff & Ryan, N. Y.

RIGGIO TOBACCO Corp., Brooklyn (Regent cigarettes), on Jan. 5 starts musical series on 16 MBS stations, Mon., Tues., Wed., 10:30-10:45 p.m. Agency: M. H. Hackett Inc., N. Y.

JOHNS-MANVILLE Corp., New York (insulations), on Dec. 29 starts *Elmer Davis* on an unnamed number of CBS stations, Mon. thru Fri., 8:55-9 p.m. Agency: J. Walter Thompson Co., N. Y.

ONTARIO GOVERNMENT Travel & Publicity Bureau, Toronto, on March 20 starts *The Ontario Show* on 50 NBC-Blue stations and CBL, Toronto, Fri. 7-7:30 p.m. Agency: Walsh Adv. Agency, Toronto.

Renewal Accounts

LEVER BROS., Cambridge, Mass. (Lux soap), on Jan. 5 renews for 52 weeks *Lux Radio Theatre* on 68 CBS stations, Mon., 9-10 p.m. (EST). Agency: J. Walter Thompson Co., N. Y.

RICHFIELD OIL Co. of New York, on Jan. 6 resumes *Confidentially Yours* on 25 MBS stations, Tues., Thurs., Sat., 7:30-7:45 p.m. Agency: Hixson-O'Donnell Adv., N. Y.

WM. WRIGLEY Jr. Co., Chicago (Doublemint gum), on Dec. 21 renewed for 52 weeks *Melody Ranch*, on 72 CBS stations, and extended broadcast time from Sunday, 6:30-6:55 p.m. (EST), to Sunday, 6:30-7:15 p.m. Agency: J. Walter Thompson Co., New York.

CUMMER PRODUCTS Co., New York (Molle), on Jan. 20 renews for 52 weeks *Battle of the Sexes*, on 45 NBC-Red stations, 9-9:30 p.m. rebroadcast 12:30-1 a.m. on 12 Pacific Red stations. Agency: Young & Rubicam, N. Y.

PROCTER & GAMBLE Co., Cincinnati (Ivory soap), on Jan. 3 renews *Truth or Consequences* and adds 18 NBC-Red stations making a total of 63 stations, Sat. 8:30-9 p.m. Agency: Compton Adv., N. Y.

CUMMER PRODUCTS, Bedford, Ohio (Energine), on Jan. 21 renews *Manhattan at Midnight* for 52 weeks and adds 10 NBC-Red stations making a total of 60 NBC-Red stations, Wed., 8:30-9 p.m. Agency: Young & Rubicam, N. Y.

STERLING PRODUCTS, New York, on Jan. 5 renews for 52 weeks *Orphans of Divorce* for Dr. Lyons Tooth-powder and *Amada of Honeymoon Hill* for Cal Aspirin on 66 NBC-Blue stations, Mon. thru Fri., 3-3:30 p.m. Agency: Blackett-Sample-Hummert, N. Y.

STANDARD BRANDS, New York (Chase & Sanborn coffee), on Jan. 4 for 52 weeks renews *Chase & Sanborn Hour* on 84 NBC-Red stations, Sun., 8-8:30 p.m. Agency: Kenyon & Eckhardt, N. Y.

STANDARD BRANDS, New York (Tenderleaf Tea), on Jan. 4 for 52 weeks renews *One Man's Family* on 62 NBC-Red stations, Sun., 8:30-9 p.m. Agency: J. Walter Thompson Co., N. Y.

LEVER BROS., Toronto (Sunlight soap), on Dec. 16 started *Lucy Linton's Stories from Life* on 31 Canadian Broadcasting Corp. stations, 5 days weekly, 11:45-12 noon (EDST), with repeat to the Pacific Coast 1:30-1:45 p.m. Agency: Ruthrauff & Ryan, N. Y.

LIGGETT & MYERS TOBACCO Co., New York (Chesterfields), on Jan. 1 renews for 52 weeks *Glenn Miller & His Orchestra* on 99 CBS stations, Tues., Wed., Thurs., 10-10:15 p.m. Agency: Newell-Emmett Co., N. Y.

Network Changes

PROCTER & GAMBLE Co., Cincinnati (Camay soap), on Dec. 26 discontinues *Guiding Light*, on 71 NBC-Red stations, Mon. through Fri., 3:30-3:45 p.m., and *The O'Neills* (Ivory soap) on six NBC-Red stations, Mon. through Fri., 12:15-12:30 p.m. Agencies: For Camay, Pedlar & Ryan, N. Y.; for Ivory, Compton Adv., N. Y.

GENERAL FOODS Corp., New York (Baker's chocolate and cocoa), on Jan. 1 shifts *The Second Mrs. Burton* on CBS Pacific network, Mon. thru Fri., 4-4:15 p.m., through Benton & Bowles, N. Y., to Jell-O, through Young & Rubicam, N. Y. Time and net remain the same.

PROCTER & GAMBLE Co., Cincinnati, on Dec. 29 shifts *Pepper Young's Family* on 71 NBC-Red stations, Mon. thru Fri., from 11:15-11:30 a.m. to 3:30-3:45 p.m., also from White Naptha soap thru Compton Adv., N. Y., to Camay soap thru Pedlar & Ryan, N. Y.

R. J. RELNOLDS TOBACCO Co., Winston-Salem, N. C. (Camels), on Dec. 31 drops *Penthouse Party*, on 91 NBC-Blue stations, 9:30-10 p.m., and the first week in Jan. shifts *Cugat Rumba Review*, now on 91 NBC-Red stations, Thurs., 7:30-8 p.m., rebroadcast, 10-10:30 p.m. to that spot, and shifts *Al Pearce & His Gang*, on 9 CBS stations, Fri., 7:30-8 p.m., rebroadcast 10:30-11 p.m., to the old *Cugat* spot on the Red. Agency: William Esty & Co., N. Y.

PROCTER & GAMBLE Co. Canada, Toronto (Naphtha), on Dec. 29 replaced *Pepper Young's Family* with *Right to Happiness* on 18 Canadian Broadcasting Corp. stations, Mon. thru Fri., 3:15-3:30 p.m. (EDST). Agency: Compton Adv., N. Y.

CLASSIFIED Advertisements

Help wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

Junior transmitter operator—with sound basic engineering knowledge—5 kw. W.E. Station WIS, Columbia, South Carolina.

Engineer—Licensed, draft exempt engineer, Virginia local. Permanent job to sober, steady worker. Box 271A, BROADCASTING.

Combination Man—License and good voice for straight commercial announcing. MBS network station, central Georgia. State age and draft status. Box 265A, BROADCASTING.

Chief Engineer—Expanding Alaska station. Must be thoroughly experienced all phases. Also capable copying press. Willing pay high salary to engineer interested permanent desirable position. Give full details. Box 253A, BROADCASTING.

Mutual-Yankee-Colonial Station—can use Junior Announcer at once, experienced with Collins equipment, general announcerial duties. Write stating salary needed, draft status, experience. Box 267A, BROADCASTING.

Announcer-Program Man—Capable of handling remotes, news, commercials, daily log and scouting live talent programs. Non-network station in West. Include references, snapshot, experience, all details. Starting salary $125 per month. Address Station KRJF, Newspaper owned in Miles City, Montana.

Operator-Announcer wanted—250 watt RCA in city of 8,000 in heart of Great Willamette Valley, the finest section of America. Climate temperate with no extreme heat or cold. Fine, new building and young, energetic and congenial staff. If interested in change to more agreeable climate and pleasant surroundings write and send photo to Manager KWIL, Albany, Oregon.

Salesman—Regional station, large midwest market offers excellent opportunity for salesman who can sell successfully and reliably. Good chance for steady, sober, dependable producer to earn good income and build himself permanent position. Write airmail details all radio sales positions held; be sure state average personal sales and earnings each position. Send picture. Box 269A, BROADCASTING.

Sales Executive—Regional, independent station, major market, invites proposal from thoroughly competent radio sales executive with proven record who can and will make good in assignment challenging his fullest ingenuity and faculties. Highest personal character and outstanding record in organizing and directing sales department essential. This job demands a dynamic, hard-hitting man with tested ideas, ability to personally sell against tough competition and to select and direct productive salesmen. Moderate salary will be paid but bonus on total net sales will insure an income amply compatible with production. Write fully past record, give references, exact past sales production and personal earnings each position last ten years. Enclose photograph and personal data. Box 268A, BROADCASTING.

Situations Wanted

War! Woman newscaster-announcer, continuity, women's programs. Capable. Two years' experience. Box 263A, BROADCASTING.

Continuity writer—Woman, now employed as head of department in 5000 Watt station. Also agency experienced. Available on two weeks notice. Box 257A, BROADCASTING.

Salesman—Available February 1st, age 35, married, draft exempt. Clean, well-rounded background with thorough knowledge of saleable ideas, ability to close. Write selling continuity. Not fly-by-nite. Complete information by return mail. Box 254A, BROADCASTING.

Situations Wanted (cont'd)

Announcer—wants position with midwest or eastern station. College man, 5 years experience. Married. Available immediately. Network experience. Box 258A, BROADCASTING.

Transmitter Engineer—Experienced. Hold first class Telephone-Telegraph licenses. Now employed, desires change. Married. Draft exempt. Dependable. Box 261A, BROADCASTING.

New Yorker—wishes part-time continuity, announcing small station vicinity while studying dramatics. Reporter, advertising copywriter, engineer. Draft exempt. Box 255A, BROADCASTING.

Wanted—Position as manager, or program director. Young, married man, five years experience local and network stations. Now employed but seeking opportunity in larger operation. East preferred. Box 259A, BROADCASTING.

College Woman—now serving as Program Director, Continuity writer, and commentator desires position as woman's feature writer and commentator. References. Willing to accept responsibility. Box 256A, BROADCASTING.

Young Woman, now writing radio commercials for top-ranking New York agency, wants opportunity in fair-sized western or southwestern city. Varied advertising and publicity background. Box 250A, BROADCASTING.

Chief Engineer—Fifteen years practical experience. This is no pig-in-the-poke proposition. I come on a three months' trial basis and then, if mutually agreeable, I stay. Want permanent connection with a progressive organization. Box 251A, BROADCASTING.

Women's Feature Writer And Commentator—Single woman, 28 years of age, experienced, now employed; also admitted to practice before FCC—familiar with current radio problems. Will combine writing-announcing with legal and secretarial duties. Box 252A, BROADCASTING.

Newsman—Capable reporter and newscaster. Newspaper and network script writing background with local station experience as continuity-news editor. Now connected with Government Department in responsible Public Relations capacity. Capable copy writer and versatile promotion man. Young, married, draft exempt. Box 264A, BROADCASTING.

Chief Engineer-Assistant Manager—or position requiring following qualifications: 10 years continuous experience radio including news-announcing, chief engineer, business management, copy writing. Only one change made in 10 years, that voluntary as present. Hard driver in work, strictly temperate, draft deferred—married. Must be permanent. $60 week. Credit and character references. Box 259A, BROADCASTING.

Wanted to Buy

Late type 250-watt transmitter, speech, transcription equipment, and accessories. Box 262A, BROADCASTING.

Will buy—two frequency monitors, two modulation monitors and one limiting amplifier. Give particulars. Box 270A, BROADCASTING.

Wanted to Buy—Federal field intensity meter. Box 266A, BROADCASTING.

For Sale

Two Ideco—270 ft. towers with insulated capacity tops. WHIO, Dayton, Ohio.

"KROM-A-TONE" POST CARDS
Newest, most economical, method of displaying any product. Samples and prices on request. Graphic Arts, 297 Market St., Hamilton, Ohio.

NEW JERSEY BELL Telephone Co., a once-yearly sponsor on WOR, New York, this year for the 11th time will sponsor its employes' choral group in a Christmas Eve broadcast on the station, 1-1:15 p.m.

BECAUSE Christmas and New Year's Day fall on Thursday this year, employes of WOR, New York, are being given the full weekend on either one or the other of the two holidays.

JOE HOWARD, m.c. of the CBS *Gay Nineties Revue*, has written and published a new war song "Remember Pearl Harbor", all proceeds to be turned over to the American Red Cross.

CHIEF ENGINEER
Available Jan. 20th
AAA-1 Past Record
FAMILIAR — Design and maintenance of stations from 100 to 50,000 watts.
—Directional Systems
—FCC Procedure
—Measurements
Box No. 229A

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & CHAMBERS
Radio Engineers
National Press Bldg. DI. 1205
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Consulting Radio Engineer
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PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. District 8456
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HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineers
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CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
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Frequency Monitoring
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(Suburb, Wash., D. C.)
Main Office: 7134 Main St. Kansas City, Mo.
Crossroads of the World Hollywood, Cal.

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Munsey Bldg. • Republic 2347

RAYMOND M. WILMOTTE
Consulting Radio Engineer
Designer of First Directional Antenna Controlling Interference
Bowen Bldg. • WASH., D. C. • DI. 7417

ADVERTISE in BROADCASTING for Results

DCB to Advise Under New Priorities Plan

Faster Action Seen Under Revised Method

PROMISING relief from many broadcasting priorities and supply troubles, plans to handle material needs for the communications industry were announced Thursday by the Defense Communications Board and the Office for Emergency Management.

Final plans to expedite the tight supply situation were announced after weeks of consultation between the Office of Production Management, Supply Priorities & Allocations Board and DCB.

Advisory Duty

Under the plan DCB will act as advisor to OPM in all supply and priorities matters for the communications industry. Communications experts of DCB will work with a new Communications Branch being set up in the OPM Division of Civilian Supply. Slated as head of the new unit, to be quartered close to the FCC engineering department in the New Postoffice Bldg., is Leighton Peebles, former NRA executive and recently chief of the plumbing and heating branch of the Civilian Supply Division.

Mr. Peebles, as chief of the Communications Branch, would be assisted by three engineers appointed by DCB to serve on a fulltime basis —loaned for the purpose by the FCC or other agencies represented on DCB. First of these engineering officers to be designated was George J. Dempsey, FCC engineer in the common carrier section since 1935.

Two others are expected to be named shortly, one to handle telegraph and cable services and the other to be in charge of radiocommunications, broadcasting and other radio services. It is thought that the new unit may have a personnel of about 50, including some transferred from other OPM functions and the remainder new employes.

OPM had made no announcement of Mr. Peeble's appointment as BROADCASTING went to press Friday, and although it was expected momentarily, some concern was felt over reports that reorganization plans within OPM itself might temporarily delay establishing the new setup.

Really a combination of two separate functional ideas, the new plan establishes DCB as the advisory and policy-recommending agency on priorities and allocations for the entire communications industry, with the new Communications Branch of OPM charged with responsibility to implement and process actual priority grants and allocations. With OPM switching from a priorities to an allocations basis, the new setup is expected to function all-importantly for radio and other communications services which have suffered from the priorities system in effect up to a short time ago.

In announcing the development, DCB expressed the view that the new plan will afford expeditious handling of communications' priorities matters. OPM Priorities Director Donald M. Nelson told FCC Chairman James Lawrence Fly he thought the new arrangement "holds great promise for well-considered and efficient action" for the industry in its supply problems. Similar views also were expressed by Joseph Weiner, assistant director of the Civilian Supply Division, and J. S. Knowlson, former RMA president and now Deputy Priorities Director.

How It Works

Blueprinted functions of the new organizational setup were revealed in the DCB announcement as follows:

1. DCB "assumes the responsibility of acting as advisor" to OPM in supply matters; DCB "will undertake to formulate a program covering the overall requirements of the communications industry for a particular period," probably a year or a "reasonable period".

In such an allocations program DCB in its advisory capacity would weigh the different services of the communications industry — broadcasting, telegraph, cable, radiocommunications, mobile radio services and other radio branches—to determine their relative importance in the war effort, as well as from a non-defense viewpoint.

It is believed DCB will maintain close liaison to insure that the OPM Communications Branch gives the higher priority ratings or more favorable allocations to communications services of urgent character, with lower ranking for services non-essential to the war effort.

One of the most important DCB functions will be to recommend to OPM or SPAB "policies covering communications problems", which might include rationing of civilian communications services. The board also is to make recommendations on what orders should be promulgated along rationing lines, as well as basic rules to guide various OPM branches processing priority applications.

Liaison Branch

2. OPM has created a new Communications Branch in the Civilian Supply Division, which will be the liaison agency in OPM to handle the processing of communications priority applications.

3. The Priorities Liaison Committee of DCB, popularly known as Committee No. 13, along with the "priorities representatives" of the industry technical committees of the Board, will continue to function on a part-time basis to "consider broad questions of policy and proposals which may affect the communications industry as a whole or major portions of it".

The priorities committee of the Army-Navy Munitions Board, which presently maintains liaison with OPM, also will engage in liaison activities with DCB under the new setup, to coordinate all studies and recommendations which may have direct bearing on priority matters of concern to the military services.

Also last week, on Dec. 18, the OPM Priorities Division issued a new repair, maintenance and operating supplies order, P-100, replacing the old Order P-22, which had been amended so much and so often that even OPM employes could not keep up with it.

The new order is largely a consolidated and clarified version of P-22 and its many revisions, and it includes commercial broadcasting and other communications services, as before. A principal change in the new order is provision that manufacturers can accept materials up to 110% of the dollar volume of their use in the corresponding quarter of 1940, instead of the previous 100%. The change was made to allow for price increases.

Peeble's Career

Mr. Peebles, head of the new Communications Branch, has been chief of the plumbing and heating branch of the Division of Civilian Supply since Oct. 9. Before coming into the national defense organization in June, 1941, as head of the power section of the Office of Price Administration & Civilian Supply, Mr. Peebles was with the Securities & Exchange Commission.

He began his Government career in 1931 as chief of the lumber division of the Bureau of Foreign & Domestic Commerce of the Commerce Department, remaining there until 1933, when he was named deputy of public utilities and communication. He remained with NRA until it was disbanded late in 1936, when he joined the SEC.

Before this period he had wide experience as an engineer, working as construction supervisor for the J. G. White Engineering Corp., New York, from 1907 to 1918, in charge of construction of numerous power houses and dams, as well as radiotelegraph stations. At one time he also was with General Electric Co. as an engineer.

Mr. Peebles was born in Petersburg, Va., in 1883. He studied engineering at Union College, Schenectady.

Drawn for BROADCASTING by Sid Hix

"Better Help Superman Lower That Window!"

J-W-T Foreign Gains

1941 BUSINESS in every international operation, except England, will be the largest in the history of J. Walter Thompson Co., according to Samuel R. Meek, who is responsible for that branch of the company's activities. Included in these operations is business in South America, Latin America, Canada, Australia and India.

California Broadcasters Name Connor Liaison

TO AVOID confusion and insure expedite handling of official news affecting home defense, Richard F. (Dick) Connor, head of the Los Angeles advertising agency bearing his name, has been drafted on a salary basis by the Southern California Broadcasters Assn. to act as fulltime radio coordinator among stations in that area and the Citizens Defense Committee during the war emergency.

SCBA on Dec. 16 established offices at 542 S. Broadway in downtown Los Angeles, where 24-hour service will be maintained with direct wires to all broadcasting stations in the area.

The YANKEE NETWORK reaches New Heights of Service to . . .

IN every emergency, for nearly two decades, The Yankee Network has been keyed to meet whatever exigencies existed immediately and efficiently. That is the reason why now . . . every ounce of trained manpower . . . every modern facility . . . every station in every important area of New England is united in service every minute, every day.

It is obvious what this means in peak-plus audiences, added to the already wide acceptance of The Yankee Network. It is equally obvious what it means to advertisers who want to build sales and good will in one of America's great markets.

There's a job to do in '42 and THIS is the network that will do it.

★ Our Country

★ Our New England

★ Our Cities and Towns

★ Our Advertisers

★ Our Listeners

THE YANKEE NETWORK, INC.

21 BROOKLINE AVENUE BOSTON, MASS.

EDWARD PETRY & CO., INC., *Exclusive National Sales Representative*

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

Pri-mary Read-er for Time Buy-ers

APPLES: Fruit. Grows on trees. Hundreds of trees comprise orchard. Hundreds of orchards comprise Big Business! Big business is what Nebraska farmers do when they sell apples.

SUGAR BEETS: Vegetable. Sold to refineries to make beet sugar. Nebraskans now are selling more sugar beets than ever before!

OIL: Black, viscous fluid. Ugh! However, 'tis an indispensable product. Nebraska's oil industry is *new*, rapidly growing, and adding great wealth to the state income.

COIN:

That from which party of the first part must part, to persuade party of the second part to part with . . . such products as apples, sugar beets, and oil. Buyers literally shower Nebraskans with coin, to buy Nebraska products. In turn, Nebraskans seek to trade this coin for *your* products. Tell your sales story over KFAB. You *need* KFAB, to do a thorough job in the farm areas throughout Nebraska and her neighboring states.

KFAB LINCOLN, NEBR.

FOR CITY LISTENERS *use* **KOIL** OMAHA

DON SEARLE, GENERAL MANAGER
ED PETRY & CO., INC., NAT'L REP'R

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

December 29, 1941

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A **BONUS** OF LISTENERS DURING THE WINTER MONTHS

WFLA

TAMPA

FULL TIME 970 Kc.

NBC PROGRAMS

NATIONAL REPRESENTATIVE
JOHN BLAIR & CO.

IT'S *Programs* THAT *Pull* THE *Listeners*

Broadcasting, unlike other public services, has no precedent for war. But American Broadcasting has already shown that it has the power, the brains, the facilities for serving the nation in WAR as well as peace.

This nation is proud of its Broadcasting System. The American people look to broadcasting with complete confidence that it will continue to inform, to hearten, and to strengthen the will to win.

Western Electric